



Hotel Distribution

St. Croix Hotels

Arawak Bay: The Inn at Salt River
 Buccaneer Hotel
 Cane Bay Reef Club
 Carrington's Inn
 Chenay Bay Beach Resort
 Club Comanche
 Club St. Croix
 Colony Cove
 Company House Hotel
 Cottages By The Sea
 Divi Carina Bay Resort
 Hibiscus Beach Resort
 Holger Danske
 Hotel Caravelle
 Hotel on the Cay
 King Christian Hotel
 Kings Alley Hotel
 Mill Harbour
 Mt. Victory Camp
 Palms at Pelican Cove
 Renaissance St. Croix
 Carambola Beach Resort
 Sand Castle on the Beach
 Sugar Beach Condo Resort
 Tamarind Reef Hotel
 The Frederiksted Hotel
 The Waves at Cane Bay
 Vacation St. Croix
 Villa Dawn
 Villa Greenleaf

Elysian Beach Resort
 Frenchman's Cove Marriott
 Frenchman's Reef & Morning Star
 Marriott Beach Resort
 Galleon House
 Green Iguana
 Island Beachcomber Hotel
 Island View Guest House
 Mafolie Hotel
 McLaughlin Anderson
 Luxury Villas
 Miller Manor
 Paradise Properties
 Pavilions and Pools Villas Hotel
 Point Pleasant Resort
 Sapphire Beach Resort
 Secret Harbour Beach Resort
 The Inn at Villa Olga
 The Ritz-Carlton Club
 The Ritz-Carlton, St. Thomas
 Virgin Islands Campground
 Windward Passage Hotel
 Wyndham Sugar Bay
 Resort & Spa

St. John Hotels

Caneel Bay
 Caribbean Villas Resort and
 Management Company
 Century Hill Estates
 Cinnamon Bay Campground
 Coconut Coast Villas
 Concordia Campground
 Cruz Bay Boutique Hotel
 Estate Zootenvaal
 Gallows Point Resort
 Harmony Studios
 Lavender Hill Suites
 Maho Bay Camps, Inc.
 Seashore Allure
 Serendip Vacation Condominiums
 St. John Inn
 The Westin St. John Resort and Villas
 VIVA! Villas Inc.

St. Thomas Hotels

Antilles Resorts
 At Home in the Tropics
 Bellavista Properties
 Best Western Carib Beach Resort
 Best Western Emerald
 Beach Resort
 Bluebeard's Castle Hotel
 Bluebeard's Beach Club
 Bolongo Bay Beach Resort
 Bunker Hill Hotel
 Calypso Realty, PC
 Crystal Palace



St. Croix Rates

Discover St. Croix, St. Thomas, and St. John

All ads 4-color.

Advertisers get editorial mention.

Full Page	\$6,615
1/2 Page	\$3,850
1/3 Page	\$2,205
1/6 Page	\$1,325
1/12 page	\$ 710

AD SIZES	WIDTH	HEIGHT
FULL PAGE	8-3/8"	10-7/8"
FULL PAGE w/ Bleed	8-5/8"	11-1/8"
1/2 PG Horizontal	7-1/4"	4-3/4"
1/3 PG Vertical	2-1/4"	9-7/8"
1/3 PG Square	4-3/4"	4-3/4"
1/6 PG Vertical	2-1/4"	4-3/4"
1/12 PG Square	2-1/4"	2-1/4"

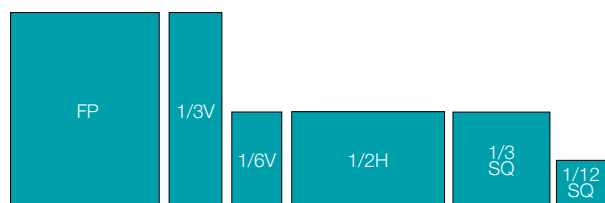
Hold live matter 1/8" from trim on all sides

Live image area for full page is 8 1/8" x 10 5/8"

AD MATERIAL REQUIREMENTS*

1. Electronic files are to be sent in Macintosh format only. Accepted programs include QuarkXpress 6.5, Adobe Photoshop, Adobe Illustrator & Adobe InDesign. Include all postscript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 dpi at 100%) in CMYK. If files are not provided as CMYK, we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
2. A color proof must accompany ad for all formats; otherwise, HCP/Aboard Publishing will not accept liability for files that do not print correctly.*
3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
4. Double page spreads: Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 1/8" to gutter.

* If a high-quality color proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) is not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for color matching.



WHY ADVERTISE IN DISCOVER ST. CROIX, ST. THOMAS AND ST. JOHN?

Discover St. Croix, St. Thomas and St. John provides advertisers with an elegant, credible medium in which to showcase their products and services. With the purchase of an ad in *Discover*, you also get value-added advertorial on discoverusvimagazine.com, our content-rich website. More great reasons:

- Very affordable rates
- Official publication of the U.S. Virgin Islands Hotel & Tourism Association
- Priority distribution in 5,000+ St. Croix, St. Thomas and St. John hotel and villa rooms
- Reaches upscale visitors
- Features easy reference maps of St. Croix, St. Thomas and St. John
- Advertisements organized by category:
 - Retail Shopping Arts Real Estate
 - Activities Weddings Spas
 - Accommodations Dining
- Web component at discoverusvimagazine.com

DEADLINES

Space Reservation: July 30, 2011

Ad Materials Due: August 13, 2011

Publications In Room: December 2011

TERMS

50% Deposit with contract • 50% upon publication

INQUIRIES & SPACE RESERVATIONS

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AD MATERIALS SHOULD BE SENT TO

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PAYMENTS

Checks should be made payable to:

HCP/Aboard Publishing

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