

WHERE WHEN HOW

TURKS & CAICOS ISLANDS

General Advertising Rates - Per Issue

Where When How prints three times (3x) annually

Advertisement Size	Cost per issue
Full page	US \$ 1675
2/3 page	1350
1/2 page	970
1/3 page	755
1/4 page	560
1/6 page	450
1/8 page	325
2 inch.....	225
Two-page spread	3020

Preferred Position Rates (Annual contract only)

Full page	\$ 1850
2/3 page	1485
Two Page Spread	3322

Covers - Four Colour (Annual contract only)

Inside Front Cover	\$ 3150
First Right Hand Page.....	2900
Inside Back Cover	2450
Back Cover.....	4270

Advance Discount: An advertiser on contract for one year may pay in advance and receive a 5% discount. (If contract is cancelled prior to one year with 45 days written notice Ad Vantage Ltd. will refund the unused portion of the payment.)

Preferred Position: Additional 10% premium for requested preferred position, right-hand page or up-front positions.

Online Link from www.WhereWhenHow.com

Expanded listings and links are available.

Inserts: Fold-out map, section lead-in photo pages, fold outs, and inserts (rates on request).

Agency Commission: Rates non-commissionable.

Terms: Due on receipt of invoice, the 1st of the month. Interest may be charged on past-due balances after 30 days at 1.5% per month.

Returned Cheques: \$50 fee will be charged.

Cancellation Policy:

Publisher may cancel an advertising contract if the unpaid balance is 30-days overdue. Unpaid balances must be paid in full before a contract is reinstated and terms may change to payment prior to insertion at discretion of publisher.

Advertiser may cancel an advertising contract with written notification 45 days prior to publication.

Mechanical Requirements

Page Format: Three column.

Printing Process: Web offset. **Ink:** Four-colour CMYK.

Colour Profile: SWOP 2006 Grade 3.

Binding Method: Perfect bound. **Paper:** 50-lb gloss.

Publication Trim Size: 8 1/8" x 10 7/8"

Bleed Size: One page 8 3/8" x 11 1/8"

Two-page spread bleed 16 1/2" x 11 1/8"

Live Matter: Keep all type 1/2" from trim. On two-page spreads allow 3/8" on either side of gutter for live matter.

Page Unit Sizes:	Width" x Depth"	Width" x Depth"
*Full-page bleed	8 3/8 x 11 1/8	8.375 x 11.125
Full-page nonbleed	7 x 10	7 x 10
Two-thirds page vertical	4 5/8 x 9 7/8	4.625 x 9.875
One-half page island	4 5/8 x 7 3/8	4.625 x 7.375
One-half page horizontal	7 x 4 7/8	7 x 4.875
One-third page vertical	2 1/4 x 9 7/8	2.25 x 9.875
One-third page square	4 5/8 x 4 7/8	4.625 x 4.875
One-quarter page	4 5/8 x 3 5/8	4.625 x 3.625
One-sixth page vertical	2 1/4 x 4 7/8	2.25 x 4.875
One-sixth page horizontal	4 5/8 x 2 3/8	4.625 x 2.375
One-eighth page vertical	2 1/4 x 3 5/8	2.25 x 3.625
Two-inch advertisement	2 1/4 x 2 3/8	2.25 x 2.375
*Two-page spread bleed	16 1/2 x 11 1/8	16.50 x 11.125

*Includes 1/8" or .125" bleed all around

Electronic Submissions: Hi-resolution PDF files are preferred. Photoshop TIFF files are acceptable. Files should be CMYK 300 dpi at 100% with crop and bleed. Word processing programs are **NOT** acceptable because text formatting cannot be retained at the imagesetter.

Production Charges: Ads not in final format will be invoiced for production as necessary.

Revisions: Changes to advertisements must be received in writing by the 15th two months prior and will be invoiced for production as required. (i.e., 15th of May for the Jul/Aug/Sep/Oct issue.)

Materials Due: Completed ad materials must be received by the 30th two months prior to publication in order to be included in the following issue. PDF files may be emailed up to 10MB to (info@wwhtci.com) or WeTransfer or Dropbox.

Proofs: If printed proofs are not provided Ad Vantage Ltd. will not be responsible for any missing files, fonts or colour in the intended advertisement.

General Terms & Conditions

A. Contents of all advertisements are subject to the approval of Ad Vantage Ltd. ("Publisher"). Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.

B. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold harmless against any expense or loss by reason of any claims arising out of publication.

C. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change became effective without incurring short-rate charges, provided the advertisements published at the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations in whole or part for any other reason by the advertiser will result in an adjustment of the rate (short rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

D. Ad Vantage Ltd. shall have an option to automatically renew this annual contract for consecutive terms of three (3) insertions or until notice of cancellation is received in writing from the advertiser forty five (45) days prior to publication date.

E. Advertisements not received by material closing date will not be entitled to the privilege of approval or revision by the advertiser or its agency.

F. Positioning of advertisements is at the discretion of Publisher, except when a request for a specific preferred position is acknowledged by Publisher in writing.

G. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labour or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.

H. Publisher shall have the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that advertiser or its agency ordered and which advertising was published. Should collection efforts become necessary advertiser and/or its agency agrees to pay all attorney fees incurred in connection with collection of advertising that was published.

I. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher's liability for any error will not exceed the cost of the space occupied by the error.

J. All insertion orders are accepted subject to provisions of current rate card. No conditions other than those set forth in this rate card shall be binding on Publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions that conflict with provisions of this rate card.

Deadline / Editorial Calendar

Space Closing Ad Revisions Materials to Printer

	1) JULY / AUG / SEP / OCT		
	RESORTS / VILLAS		
May 15th	May 15th	May 30th	
	2) NOV / DEC / JAN / FEB		
	THINGS TO DO		
Sept 15th	Sept 15th	Sept 30th	
	3) MARCH / APRIL / MAY / JUNE		
	SOUVENIR SHOPPING		
Jan 15th	Jan 15th	Jan 30th	

Issuance and Closing / 3 Issues

Where, When, How - Turks & Caicos Islands is published 3 times annually. (every 4 months)
Closing dates: Closing date for orders is the 15th, two months prior. No cancellation of space will be accepted after the order closing date.
 (ie. 15th of May for the Jul/Aug/Sep/Oct issue)
Revisions: Changes to advertisements must be made in writing by the 15th two months prior.

Circulation and Distribution

Where, When, How - Turks & Caicos Islands prints and distributes FREE a minimum of 20,000 copies per issue and 90,000+ copies annually. More than 1.9 million copies to date.
 Magazines are distributed to our readers via: resorts and villas, at the Providenciales International Airport, major grocery stores, through car rental agencies, retail stores, restaurants, watersports operators, and real estate agencies. We distribute off-island by subscription, at dive, trade and travel shows and travel agencies. In addition most copies picked up on-island leave with our visitors to be shared with family and friends back home.

www.WhereWhenHow.com

WEBSITE RATE CARD

Expanded Listing and Link

For Print Advertisers \$120 per year
 For Non-Advertisers 240 per year

Square Banner Ads (150 px x 150 px)

Home Page \$75 per month
 Main Page 30 per month
 Non-Print Advertiser 50 per month

Tall Banner Ads (150 px x 300 px)

Home Page \$125 per month
 Main Page 50 per month
 Non-Print Advertiser 70 per month

Top-of-Page Banners (800 px x 200 px)

Main Page \$200 per month

All website rates are payable annually in advance.

FULL-PAGE BLEED ADVERTISEMENT
 8.125" wide x 10.875" deep - 8 1/8" x 10 7/8"
 Add 1/8" Bleed All Around
 8.375" wide x 11.125" deep - 8 3/8" x 11 1/8"
 \$1675.00 per issue - Cost per Year \$5025.00
 Paid in Advance \$4773.75 (save \$251.25)

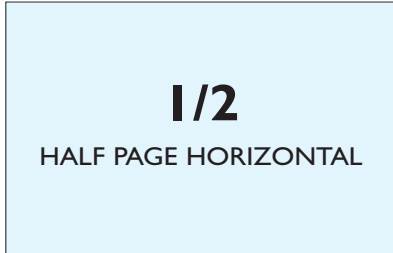
FULL-PAGE - PREFERRED POSITION
Requested Up Front or Right-Hand Page
 \$1850.00 per issue - Cost per Year \$5550.00
 Paid in Advance \$5272.50 (save \$277.50)

TWO-PAGE SPREAD FULL BLEED
 16.25" wide x 10.875" deep - 16 1/4" x 10 7/8"
 Add 1/8" Bleed All Around
 16.5" x 11.125" - 16 1/2" x 11 1/8"
 \$3020.00 per issue - Cost per Year \$9060.00
 Paid in Advance \$8607.00 (save \$453.00)


TWO-PAGE FULL BLEED ADVERTISEMENT
Up Front or Requested Preferred Position
 \$3322.00 per issue - Cost per Year \$9966.00
 Paid in Advance \$9467.70 (save \$498.30)

HALF PAGE HORIZONTAL
 7" wide x 4.875" deep
 7" x 4 7/8"

\$970.00



1/2
 HALF PAGE HORIZONTAL



1/2
 PAGE ISLAND


\$970.00

1/2 PAGE ISLAND
 4.625" wide x 7.375" deep
 4 5/8" x 7 3/8"

1/3RD VERTICAL >>
 2.25" x 9.875"
 2 1/4" x 9 7/8"

1/3RD SQUARE
 4.625" x 4.875"
 4 5/8" x 4 7/8"

1/3
 VERTICAL
 \$755.00



1/3RD
 SQUARE
 \$755.00

QUARTER PAGE >>>>
 \$560.00

1/4
 QUARTER PAGE
 4.625" x 3.625"
 4 5/8" x 3 5/8"

1/8 TH PAGE >>>
 2.25" x 3.625"
 2 1/4" x 3 5/8"
 \$325.00 >>>

1/8
 PAGE

TWO INCH AD >>>
 2.25" x 2.375"
 2 1/4" x 2 3/8"
 \$225.00 >>>

TWO INCH

1/6TH VERTICAL >>
 2.25" x 4.875"
 2 1/4" x 4 7/8"

1/6
 VERTICAL
 \$450.00

1/6 TH HORIZONTAL >>
 4.625" wide x 2.375" deep
 4 5/8" x 2 3/8"
 \$450.00 >>

1/6
 HORIZONTAL

CONTACT INFORMATION

WHERE WHEN HOW

TURKS & CAICOS ISLANDS

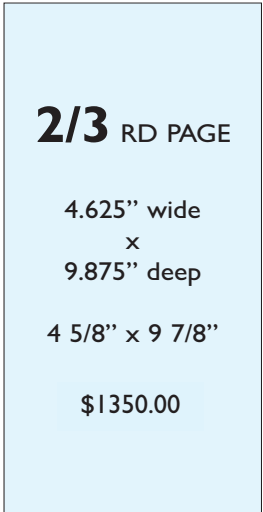
Published by

Ad Vantage Ltd.

J105 The Regent Village • Providenciales • Turks & Caicos Islands TKCA 1ZZ
 649-946-4815 USA 585-298-9553 Cell 649-432-4815 E info@wwhtci.com

Materials may be emailed (up to 10MB) or sent to WeTransfer / Dropbox.

Ad Vantage Ltd. - attn Production - J105 The Regent Village
 Providenciales, Turks & Caicos Islands TKCA 1ZZ



2/3RD PAGE

4.625" wide
 x
 9.875" deep

4 5/8" x 9 7/8"

\$1350.00