

MECHANICAL SPECIFICATIONS

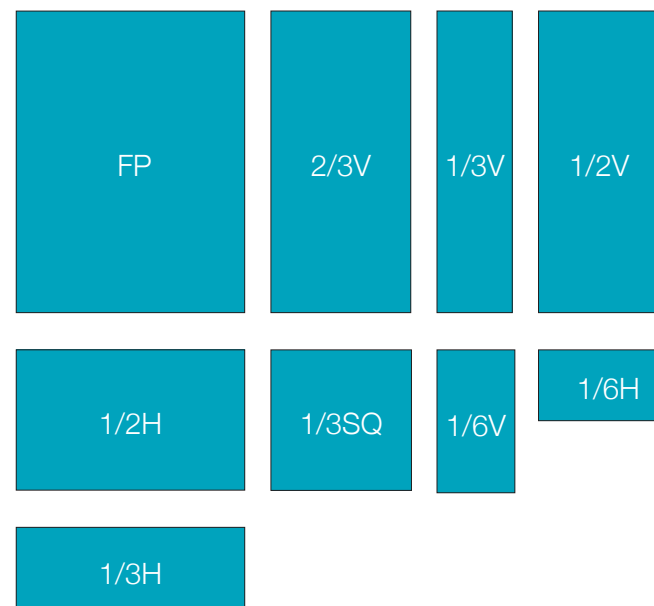
Ad Size	Width	Height
Full Page (bleed)	8 5/8"	11 1/8"
Full Page (trim)	8 3/8"	10 7/8"
Two thirds Page Vertical	4 5/8"	9 7/8"
Half Page Vertical	3 1/2"	9 7/8"
Half Page Horizontal	7 1/4"	4 3/4"
Third Page Vertical	2 1/4"	9 7/8"
Third Page Square	4 3/4"	4 3/4"
Third Page Horizontal	7 1/4"	3 3/16"
Sixth Page Vertical	2 1/4"	4 3/4"
Sixth Page Horizontal	4 3/4"	2 1/4"

PUBLICATION RATES

Size	Four-Colour
Full Page	\$8,400
Two thirds Page	\$6,250
Half Page	\$5,050
Third Page	\$3,370
Sixth Page	\$1,675

PREMIUM POSITIONS

Back Cover	\$11,450
Inside Front Cover	\$10,875
Opposite Inside Front Cover	\$10,875
Inside Back Cover	\$10,335
Spread	\$16,350
Guaranteed Position (Subject to availability):	+20%
Bleed Premium:	no charge



HCP | ABOARD
P U B L I S H I N G

CLOSING DATES

Space reservation:	April 30, 2010
Materials due:	May 14, 2010
Publication date:	October 2010

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 colour and we cannot guarantee an exact match of colour on press. PDF/X-1a files are preferred.
2. A colour 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 colour proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a colour control bar) is not provided, then we cannot guarantee colour. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for colour matching.

INQUIRIES & SPACE RESERVATIONS

Shawn Paulus
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Area Representative
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AD MATERIALS SHOULD BE SENT TO

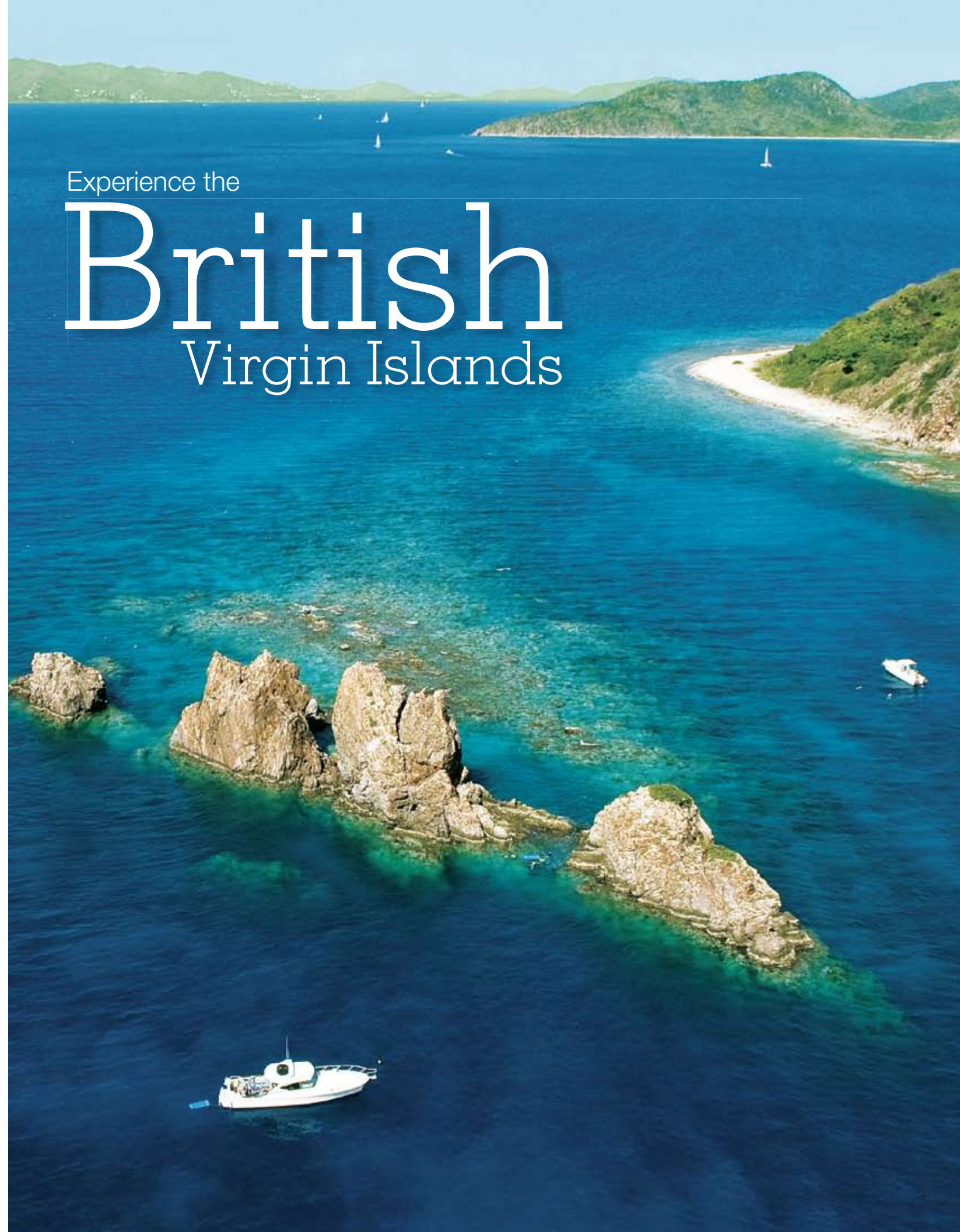
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PAYMENTS

Make checks (USD) payable to:
HCP/Aboard Publishing
One Herald Plaza
Miami, FL 33132-1693 – USA

Experience the

British Virgin Islands





THE BEST WAY TO REACH YOUR AUDIENCE

As a tourism advertiser, you're always looking for new and improved ways to reach your audience. *Experience the British Virgin Islands* is the perfect vehicle for your marketing efforts. As the official in-room publication of the British Virgin Islands Chamber of Commerce & Hotel Association, our guide reaches almost all of the area's 356,000 overnight travellers right in their guest rooms. The award-winning glossy, four-colour, hardcover guide, created by HCP/Aboard Publishing, is prominently displayed in the BVI's most prestigious hotels, resorts and yachts.

HCP/Aboard, a division of the Miami Herald Media Company and a subsidiary of The McClatchy Company, publishes dozens of award-winning magazines for destinations, accommodations and airlines — from Los Cabos, Mexico to Bermuda, Hyatt, Marriott, TACA, American Eagle, Cayman Airways and more.

Experience the British Virgin Islands gives visitors all the information they need to discover the serenity, charm and excitement of Nature's Little Secrets. More importantly, it gives advertisers unparalleled access to these highly qualified customers.

Experience the British Virgin Islands is part of HCP/Aboard's integrated marketing and communications program, bringing newspaper and online promotion to the islands. A detailed, easy-to-use guide, it reveals the ins and outs of this magnificent destination, helping visitors discover paradise at beaches, coves and inlets, with vivid photography, evocative text and modern design. From the white-sand beaches to the teeming coral reefs, colourful marine life and isolated coves, *Experience the British Virgin Islands* leads your prospects through a fabulous landscape of natural beauty, dramatic history and memorable vacations.

WHY ADVERTISE IN EXPERIENCE THE BRITISH VIRGIN ISLANDS?

Experience the British Virgin Islands provides advertisers with an elegant, credible medium in which to showcase products and services. With the purchase of an ad in *Experience the British Virgin Islands*, you also get value-added advertorial on ExperienceBVI.com, our content-rich website. More great reasons:

- > Very affordable rates
- > Official publication of the British Virgin Islands Chamber of Commerce & Hotel Association
- > 1,963 guest rooms
- > More than 356,000 overnight visitors who spend \$419 million
- > FREE online advertising

YOUR MESSAGE GETS EXPOSURE IN MORE PLACES

Experience the British Virgin Islands is part of an integrated marketing and communications program that brings online promotion to the British Virgin Islands through the network of HCP/Aboard Publishing and targeted newspapers and websites of The McClatchy Company. Ads promoting the British Virgin Islands have appeared and will continue to appear in *The Miami Herald*, *Fort Worth Star-Telegram*, *The Telegraph* (Macon, GA) and other McClatchy newspapers throughout the United States. The entire newspaper network includes 30 papers in 29 of the fastest-growing markets in the U.S.

FREE ONLINE ADVERTISING CONVERTS VISITORS INTO CUSTOMERS BEFORE THEY ARRIVE

Reach online visitors before they arrive in the British Virgin Islands and convert them into customers with a **FREE web page on ExperienceBVI.com**, our high-traffic website — online traffic has doubled in the past year alone! All HCP/Aboard advertisers receive FREE listings and web pages with colour photos and valuable text links to their own websites.



ONLINE UPGRADES FOR PRINT ADVERTISERS

Want more affordable online exposure? Invest in an online banner for only \$599 per year — just \$49 per month — and reach prospects before your competitors do. We deliver a highly targeted audience for a valuable and measurable return on your advertising dollar.

Travel decisions: Sixty-five percent of women use the Internet to purchase or arrange travel, and 71 percent use it for travel research. Women make the majority of travel decisions, regardless of who pays for the travel, and baby boomer women generate more travel than any other age group in the United States. They also comprise 50 percent of business travelers.

Source: BOOM, 2006

INTERESTED IN ONLINE ADVERTISING?

Please ask your sales representative for our online rate card, or visit ExperienceBVI.com for more information.

HOW DO WE DRIVE SO MANY LEADS TO YOU?

HCP/Aboard's own website advertising campaign includes search engines, travel magazines that reach over 30 million affluent travellers, and several McClatchy newspapers and websites — some of the most visited news sites on the web. Our advertisers benefit directly from HCP/Aboard's advertising investment: a staggering \$2 million annually.

HOTELS & INNS

A + L Inn	Loblolly Beach Cottages
Agape Cottages	Long Bay Beach Resort
Allamander Estate	Luck Hill Villas
Anegada Beach Cottages	Mango Bay Resort
Anegada Reef Hotel	Mangrove Guesthouse
Anegada Seaside Villas	Maria's by the Sea
Areana Villas	Mermaid Villas
Arundel Villas	Mongoose Apartments
Bananas on the Beach	Moorings Mariner Inn
Baraka Point	Myett's Garden Inn
Bay View Vacation Apartments	Nail Bay
Beef Island Guest House	Nanny Cay Resort
Belmont House	Necker Island Ltd
Biras Creek	Neptune's Treasure
Bitter End Yacht Club	Ocean View Resort
Bonefish Villas	Olde Yard Village
Breeze Haven	Ole Works Inn
BVI Development Consultants	Oleander House
Caribbean Destinations	Paradise Suites
Caribbean Realty	Pelican Villa
Carrie's Island Comfort Inn	Peter Island Resort
Chateau Relaxeau Caribe	Priority Property
Columbus Sunset Apartments	Property BVI Real Estate
Cooper Island	Prospect Reef
Cow Wreck Bay Villas	Purple Pineapple Rental
Cypress House	Management
DEVacations	Pusser's Marina Cay
Elm Beach Suites	Rainbow Gardens
Ewing House	Rhymers Beach Hotel
Fischer's Cove	Ronneville Cottages
Fort Burt Hotel	Roundhill Villas
Fort Recovery Estate Villas	Saba Rock
Frenchman's Cay Hotel	Sandcastle
Frenchman's Lookout	Sands Hotel
Golden Pavilion	Sandy Ground Estates
Grand K Suites	Sea Crest Inn
Grapetree Rentals	Sea View Hotel
Guana Island	Seascape
Guavaberry Spring Bay	Sebastian's Sea Side Villas
Gun Point	Serendipity House
Harbour View Marina Hotel	Seven Jewels Manor
Hawksnest Management	Shan Properties
Heritage Villas	Smith's Gore
Hodges Creek Marina Hotel	Steele Point
Hotel Castle Maria	Sugarmill
Hummingbird House	Sunset View
Hunter Homes	Vacation Rentals
Icic Villas	Surfsong Villas
Johnny Hill Villas	Tamarind Club
Jolly Roger Inn	The Pink House
Josiahs Bay Cottages	Toad Hall
Josiahs Bay Inn	Tobacco Wharf
Katitche Point	Treasure Isle Hotel
Kellys	Turtle Dove Lodge
Lambert Beach	Villa Catherine
Leverick Bay Hotel	Village Cay Gardens
Lighthouse Villas	Village Cay Marina
Little Dix Bay	Whispering Soursops
Little Thatch	Whistling Pine Cottages
Lloyd Hill Villas	White Bay Villas

CREWED YACHTS & PLANES

Catamaran Charters	Moorings
Charter Port	Tortola Marine
Charter Yacht Society	Management
Cuan Law	Virgin Traders
Island Birds	Voyage Yachts