

MECHANICAL SPECIFICATIONS

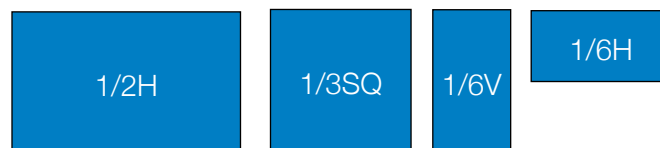
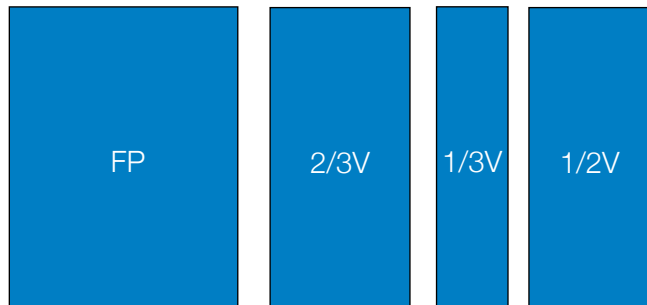
Ad Size	Width	Height
Full Page (bleed)	8 5/8"	11 1/8"
Full Page (trim)	8 3/8"	10 7/8"
Two thirds Page Vertical	4 5/8"	9 7/8"
Half Page Vertical	3 1/2"	9 7/8"
Half Page Horizontal	7 1/4"	4 3/4"
Third Page Vertical	2 1/4"	9 7/8"
Third Page Square	4 3/4"	4 3/4"
Third Page Horizontal	7 1/4"	3 3/16"
Sixth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



CLOSING DATES

Space reservation:	April 30, 2009
Materials due:	May 15, 2009
Publication date:	October 2009

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
Sales Representative
Cell: 1-954-224-2427
E-mail: spaulus@hcpaboard.com

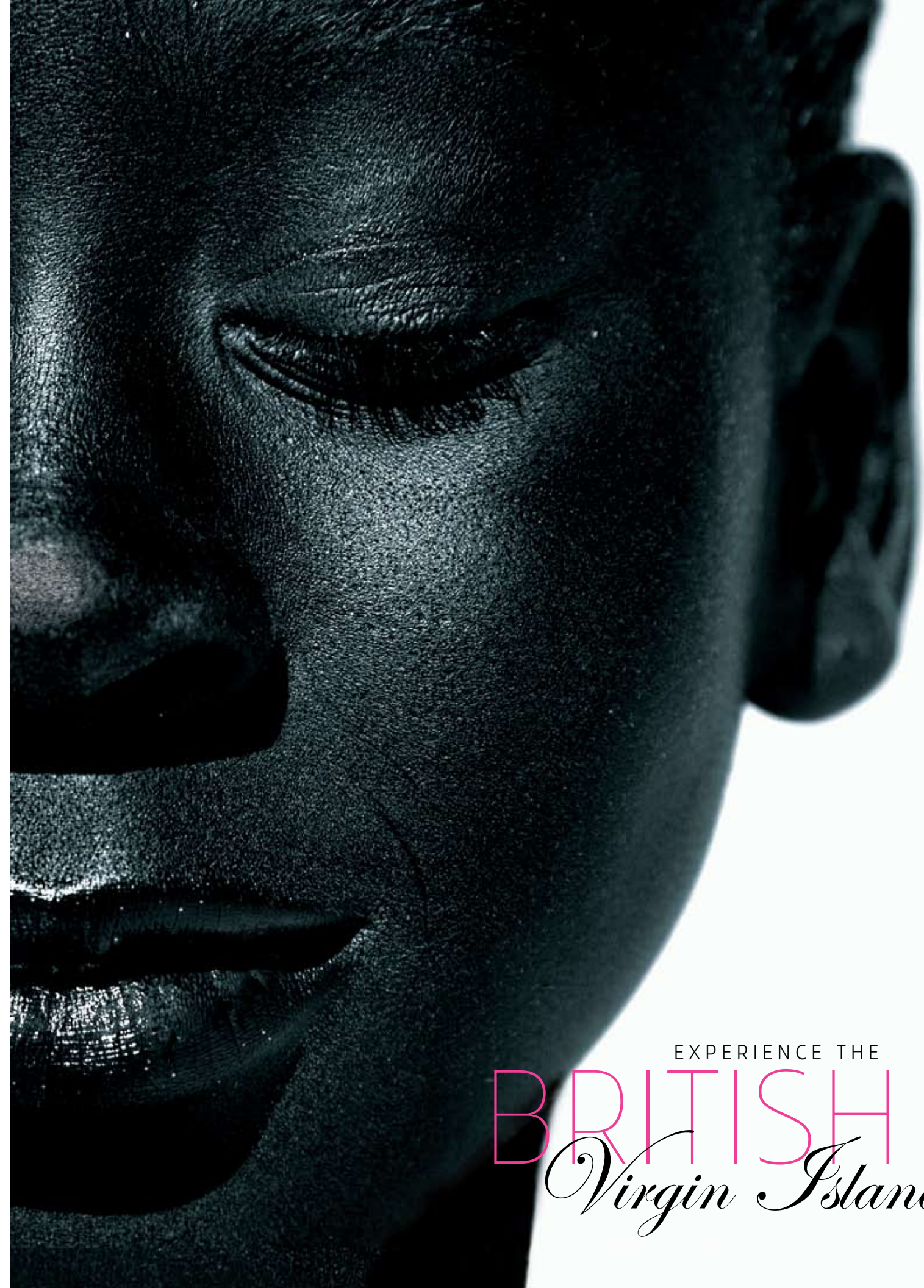
Robyn (Bobbi) Fawcett
Sales Representative
Tel: 1-284-495-9678
Fax: 1-284-495-3084
E-mail: doitnow@surfbvi.com

AD MATERIALS SHOULD BE SENT TO

Melinda de Armas
HCP/Aboard Publishing
One Herald Plaza
Miami, FL 33132-1693 – USA
Tel: 1-305-376-2537
Fax: 1-305-995-8108
E-mail: mdearmas@hcpaboard.com

PAYMENTS

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



EXPERIENCE THE
BRITISH
Virgin Islands



DELIVERING QUALIFIED PROSPECTS FOR TOURISM ADVERTISERS

As the official in-room publication of the British Virgin Islands Chamber of Commerce & Hotel Association, *Experience the British Virgin Islands* reaches nearly all 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 countless award-winning magazines for destinations, accommodations and airlines — from Los Cabos, Mexico to Bermuda, Hyatt, Marriott, TACA, American Eagle and more.

Experience the British Virgin Islands gives visitors all the information they need to discover the beauty, 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. Crafted as a detailed, easy-to-use guide, it reveals the ins and outs of this wondrous destination, helping visitors to discover paradise at every beach, cove and inlet, with vivid photography, evocative text and modern design. From the white-sand beaches to the

teeming coral reefs, colourful marine life and isolated coves — all surrounded by a sparkling sea of turquoise, azure and sapphire — *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 their 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 ADVERTISING 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 \$1.5 million annually.

HOTELS & INNS

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

CREWED YACHTS & PLANES

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