

JAMAICA TOURIST

2011

EVERYTHING YOU NEED TO KNOW FOR THE PERFECT VACATION EXPERIENCE

SPEND YOUR
ADVERTISING DOLLARS
WISELY - REACH OVER
100,000 POTENTIAL
CUSTOMERS PER
MONTH!



MEDIA KIT 2011

JAMAICA TOURIST

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The JAMAICA TOURIST has proven to be a very effective communication vehicle and has quickly become the communication channel of choice for advertisers who wish to reach island visitors. The newspaper is the leading NON-PROFIT on island publication, dedicated to promoting local businesses to visiting tourists.

Publication

- The JAMAICA TOURIST is a 36+ page publication printed in 4 colors.
- The newspaper publishes three issues annually (March, July, November)
- The circulation of each issue is 175,000+ copies.

Editorial

Editorial includes basic information of interest for visitors such as popular spots, nightlife, shopping, real estate, island adventures, attractions, restaurants, activities and events.



Distribution

- JAMAICA TOURIST'S key distribution point is MJB Sangster International Airport immigration and arrivals hall, which distributes in excess of 20,000 issues per month. In addition, we have two kiosks outside of the arrival areas from where the JAMAICA TOURIST is handed out. This guarantees a consistently high pick up rate.
- More than 300 locations, including hotels, golf courses, retail outlets and restaurants across the north-coast of Jamaica and Kingston.
- A select number of golf clubs throughout the US
- Air Jamaica Business Lounges in MJB and Kingston Airports

Target Audience

- More than 145,000 visitors per month arrive at Montego Bay Sangster Airport, Montego Bay.
- 81% of arrivals lodge in the areas of Montego Bay, Ocho Rios and Negril

Socio-Demographics

- 78% of the visitors are from the US & Canada, while 16% are from Europe
- 79% of the visitors are on the island for leisure, recreation and vacation
- 49% of couples are between 35-49 years old, married with families
- Large 'Nature & Nurture' segment, interested in nature based activities and spa pampering
- Large 'Golf segment' visiting the Montego Bay area
- Enjoy eating out while on vacation
- Shopping is the second most important activity
- Affluent travelers with high purchasing power, entrepreneurs, business leaders and innovators; the 'trendsetters' that are vital in establishing a destination as a tourist hotspot
- 22% between 25-34 years old: honeymooners, adventure seekers, music & culture
- 18% between 50-64 years old: retired couples with high disposable income



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Current Advertisers

Advertisers include well known international and local brands such as: Tropicana Jewelers, Casa De Oro, Jamaica Tours, Braco Stables, Treasure Hunt, Jewels & Time, Time Square Shopping Mall, Bijoux, Pier 1, The Houseboat Grill, Dolphin Cove, Margaritaville, Appleton Estate Rum, Grand Palladium, Kool Runnings Water Park and The Palmyra Resort & Spa.

ADVERTISING DEADLINES

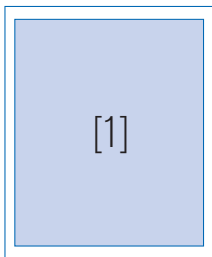
ISSUE	COPY DEADLINE
March 2011	December 23, 2010
July 2011	April 29, 2011
November 2011	August 31, 2011

Jamaica Tourist Advertising Rates

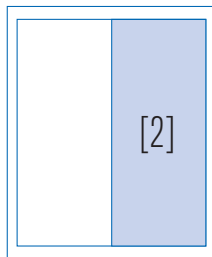
All prices are US Dollars. Tax is not included

STANDARD POSITIONS	Size	Regular Rate	Preferred Placement	Inside Front Cover	Page 3	Inside Back Cover	Outside Back Cover
Full Page [1]	250(w) x 300(h) mm	\$4,150.00	\$4,350.00	\$5,150.00	\$5,150.00	\$5,150.00	\$5,395.00
Half Page - Vertical [2]	121(w) x 300(h) mm	\$2,075.00	\$2,275.00	n/a	\$2,595.00	\$2,595.00	n/a
Half Page - Horizontal [3]	250(w) x 147(h) mm	\$2,075.00	\$2,275.00	n/a	\$2,595.00	\$2,595.00	n/a
Quarter Page [4]	121(w) x 147(h) mm	\$1,050.00	\$1,150.00	n/a	\$1,350.00	\$1,350.00	n/a
Quarter Page Banner [5]	250(w) x 71(h) mm	\$1,050.00	\$1,150.00	n/a	\$1,350.00	\$1,350.00	n/a
Eighth Page [6]	121(w) x 71(h) mm	\$525.00	\$575.00	n/a	\$660.00	\$660.00	n/a

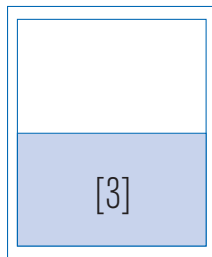
STANDARD POSITIONS	Size	Rate	SPECIAL POSITIONS			DESIGN & ARTWORK	
Web Banner			Section Intro	First Page	Guaranteed	Static	Animated
Vertical - live for 4 Months	85(w) x 300(h) pixels	\$500.00	\$800.00	\$800.00	\$800.00	\$360.00	\$500.00



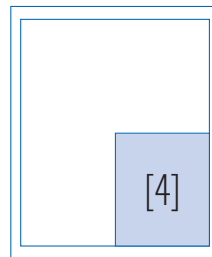
Full Page
250(w) x 300(h) mm



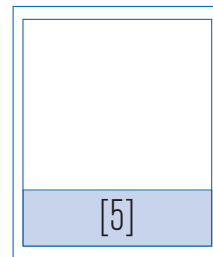
Half Page - Vertical
121(w) x 300(h) mm



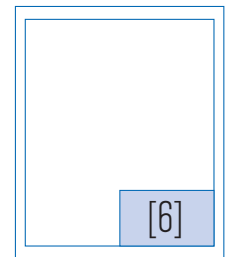
Half Page - Horizontal
250(w) x 147(h) mm



Quarter Page
121(w) x 147(h) mm



Quarter Page Banner
250(w) x 71(h) mm



Eighth Page
121(w) x 71(h) mm

SPECIAL ADVERTISING OFFER

- Receive a 15% discount when you book advertisements in the next three issues.
- Receive a 10% discount when you book advertisements in the next two issues.
- Receive a FREE WEB BANNER when you book a full page ad or multiple issue commitments of 1/2 page and over.
- Receive a 15% discount when you book WEB BANNER advertisement in the next three updates [12 months].
- Receive a 10% discount when you book WEB BANNER advertisement in the next two updates [8 months].

ADVERTISING SALES: To advertise in the Jamaica Tourist, a newspaper distributed FREE to island visitors please contact:

Heidi Zech, Marketing Administrator Cell: (+1 876) 402-1620 E-mail: heidi@jamaicatourist.net

Frank Perolli, Marketing Director Cell: (+1 876) 383-4652 E-mail: frank@jamaicatourist.net

EDITORIAL: Articles for publication in the Jamaica Tourist newspaper, may be submitted to:

Ragni Fjellvoll, Editor. E-mail: ragni@jamaicatourist.net

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Website

www.JamaicaTourist.net

The website has been optimised to be search engine friendly. Simply go to www.jamaicatourist.net to download a copy of the JAMAICA TOURIST issue currently in circulation [Downloads section]. Advertisers get additional exposure through the website.

WEB ADVERTISING MECHANICAL DATA

Currently, only one size of banner is available. In the event that an ad banner serves cookies, the issuance of the cookie or other similar certificate must not interfere in any way with the serving of an ad banner graphics or text. This includes cases where the end-user refuses the cookies or certificates either automatically or manually. There are no restrictions on looping.

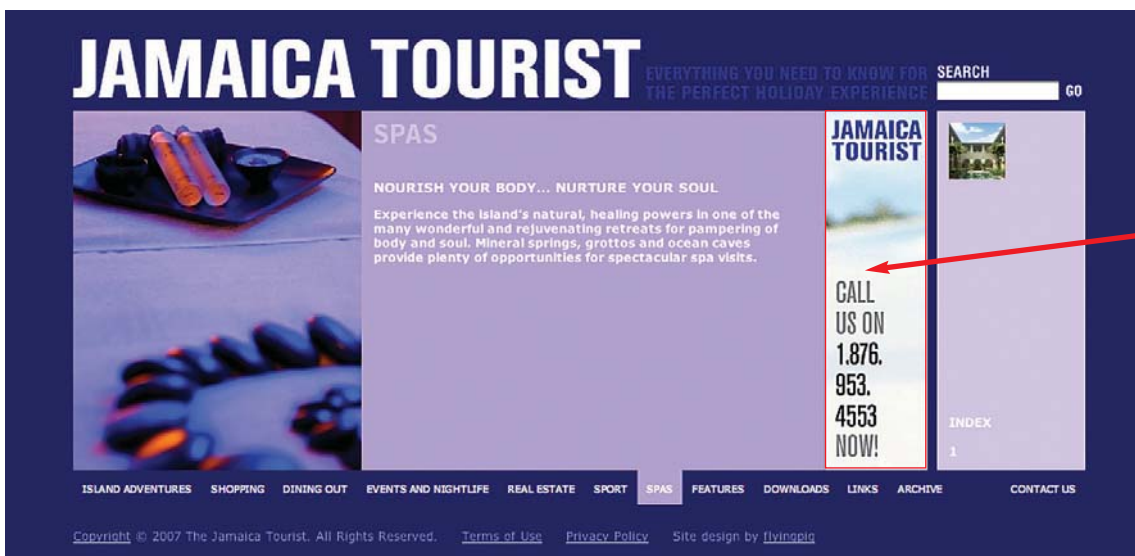
- Banners cannot exceed maximum file size as detailed below
- Format - JPG, GIF (static or animated)
- Do not include a border in any supplied banners
- Banners with sound are not accepted at this time
- Use 256 colours or less, 72 dpi

THE FOLLOWING INFORMATION MUST BE PROVIDED WHEN PLACING A WEB AD:

- START date of ad campaign
- END/ THRU date of ad campaign
- Creative for the ad (the file to be used, or related artwork and requirements if we are to create it; see SPECIFICATIONS below)
- Web address that the ad should link to (target URL)

Advertisement size

Size	Style	GIF Weight
85 x 300 px	Vertical Banner	20 KB



85 x 300

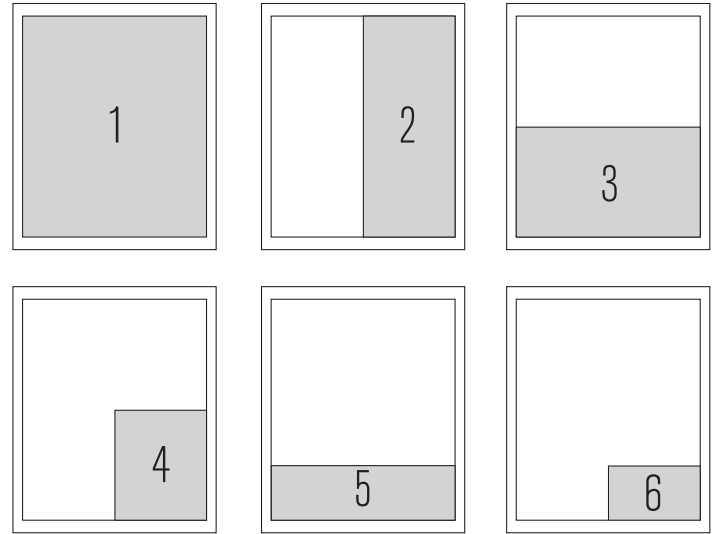
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PRINT ADVERTISING MECHANICAL DATA

Advertisement size (Please do NOT add bleed)

- | | |
|-------------------------|----------------------|
| 1. Full Page | 250 (w) x 300 (h) mm |
| 2. Half Page Vertical | 121 (w) x 300 (h) mm |
| 3. Half Page Horizontal | 250 (w) x 147 (h) mm |
| 4. 1/4 Page | 121 (w) x 147 (h) mm |
| 5. 1/4 Page Banner | 250 (w) x 71 (h) mm |
| 6. 1/8 Page | 121 (w) x 71 (h) mm |



Artwork requirements

We accept artwork in the following formats [in order of preference]:

1. **PDF** - High Resolution. All fonts must be embedded. PDF/X-1a compliant.
2. **Photoshop EPS** - 300 pixels/inch at 100%. - **CMYK** Please.
3. **TIFF** - 300 pixels/inch at 100%. **CMYK** Please.
4. **JPEG** - 300 pixels/inch at 100%. **CMYK** Please. Compression quality - maximum (12).

EXTRA CHARGES WILL BE INCURRED IF ARTWORK IS NOT SUPPLIED TO THE ABOVE SPECIFICATION.

SUPPLY OF ARTWORK: Artwork files can be supplied by email to rick@flyingpig.co.uk. If file size is above 20mb, please upload to ftp site

UPLOAD OF ARTWORK AND PHOTOS

FTP UPLOAD: Use ftp software [NOT a web browser] to upload:



Host Name: <ftp.flyingpig.co.uk>
User name: jamaicatourist@flyingpig.co.uk
Password [case sensitive]: be8ch

PLEASE NOTIFY US OF YOUR FTP UPLOAD BY EMAIL:
info@flyingpig.co.uk

PROOFS: Send colour proofs of ad to:
Heidi Zech, Jamaica Tourist, The Palms, Montego Bay, St. James, Jamaica. West Indies

SUPPORT: Any questions on the above specifications, please contact: rick@flyingpig.co.uk

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