

# Our Jamaica 2017 Meeting Planner

Reach your target market with our results-oriented multimedia publishing program

## TARGETS: MEETING AND CONVENTION PLANNERS

The *Our Jamaica Meeting Planner* is designed specifically for the meeting, convention and incentive travel planners who send these visitors to Jamaica. The *Meeting Planner* is a helpful guide for corporate travel professionals, providing an overview of local hotels, resorts, convention and meeting spaces, plus business services, dining, nightlife, attractions, shopping and more.

Your ad in the *Meeting Planner* will be seen by over 25,000 meeting and convention planners, who share their knowledge of our area with Jamaica convention and meeting attendees.

**Readership:** over 25,000

## ADVERTISING RATES

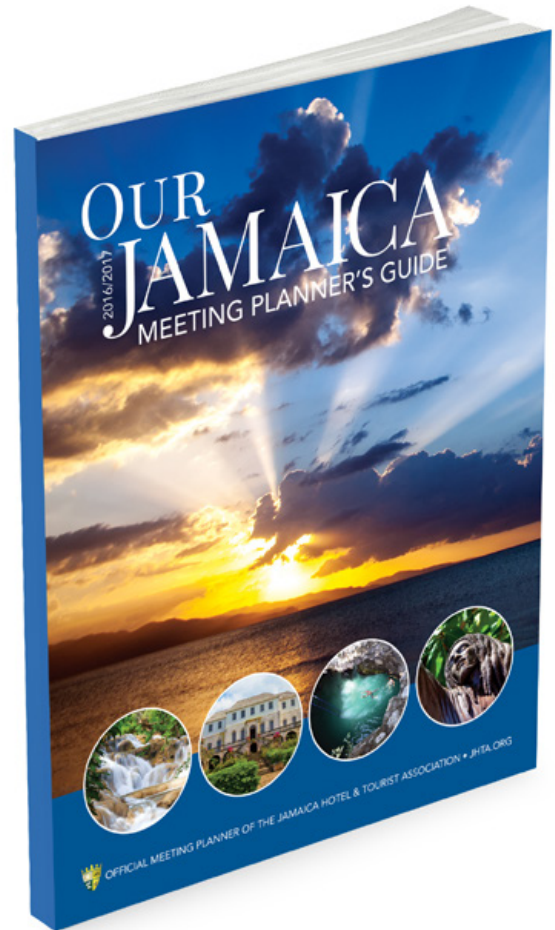
Two-page spread:	\$7,500
Full page:	\$6,000
Half page horizontal:	\$4,000

## PREMIUM POSITIONS

Back cover:	\$8,000
Opening spread:	\$14,000
Inside back cover:	\$6,500
Advertorial two-page spread:	\$7,500
Advertorial four-page spread:	\$15,000

## DEADLINES

Ad space closing:	March 6, 2017
Materials due:	March 20, 2017
Publication date:	June 2017



## BONUS

### MEETING PLANNER DIGITAL MAGAZINE

The *Our Jamaica Meeting Planner* is also produced in a digital format that is compatible with tablets and smartphones or readers on the go. This portable, highly visual format is interactive, allowing users to click right through from your ad to your website. They also enjoy helpful features that allow quick and easy access to content and advertisers. The digital magazine is posted on the *Our Jamaica Magazine*, JHTA and JTB websites.

# Ad Material Requirements



1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator and 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 percent) as CMYK. If files are not provided as CMYK, then 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 each ad for all formats, otherwise HCP Media 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 the gutter of two facing pages is not guaranteed.
5. Live matter in the facing-page subject cannot be closer than 1/8" to the gutter.

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

## PAYMENTS

Make checks payable to:

**HCP Media**

3511 NW 91 Ave, Miami, FL 33172

## INQUIRIES AND SPACE RESERVATIONS

Elena Lynch

Tel: 876-469-3123

E-mail: elena@ourjamaicamagazine.com

## AD MATERIALS SHOULD BE SENT TO

Dayan Agudelo

HCP Media

3511 NW 91 Ave., Miami, FL 33172 USA

Tel: 305-376-5041 • Fax: 305-995-8108

E-mail: dagudelo@hcpmedia.com

## MEETING PLANNER

### MECHANICAL SPECIFICATIONS

Ad Size	Width	Height
Full-page trim**	8 3/8"	10 7/8"
Full-page bleed	8 5/8"	11 1/8"
Half-page horizontal	7 1/4"	4 3/4"

*\*\*Hold live matter 3/8" from trim on all sides.*

