

Annual Publication Rates

Ad Size 4-Color + 1 year of Banner Ads

Full Page	\$14,080
1/2 Page	\$9,470
1/3 Page	\$8,190
1/6 Page	\$5,550

Premium Positions

Back Cover*	\$18,800
Inside Front Cover	\$17,850
Inside Back Cover	\$17,850
Inside Gatefold	\$15,300

- JHTA members receive a 15% discount.
- For pages 3-14 and any special positions, add 10% to the page rate. All premium positions must be prepaid.
- All advertising agreements require a 30% deposit. Credit cards and wire transfers are accepted.

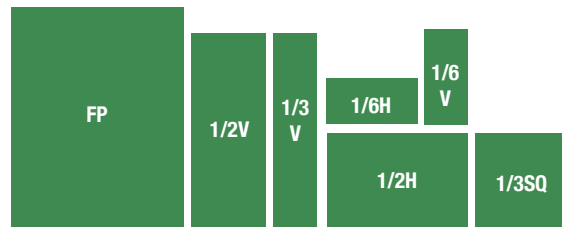
Mechanical Specifications

Ad Size	Width x Height
Full Page (Trim)	8 7/8 x 10 7/8
Full Page (Bleed)	9 1/8 x 11 1/8
1/2 Page Horizontal	7 1/4 x 4 3/4
1/2 Page Vertical	3 1/2 x 9 7/8
1/3 Page Vertical	2 1/4 x 9 7/8
1/3 Page Square	4 3/4 x 4 3/4
1/6 Page Vertical	2 1/4 x 4 3/4

*Back Cover ad placement – add an extra 1” bleed to all four sides.

Closing Dates

Space Reservations:	August 15, 2017
Materials Due:	August 29, 2017
Publication Date:	December 2017



Ad Material Requirements*

1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator & Adobe InDesign. Include all post-script 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 color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
2. A color proof must accompany 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 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 color proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) is not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for color matching.

Inquiries And Space Reservations

Elena Lynch
 Tel: 876-469-3123
 E-mail: elena@ourjamaicamagazine.com

Ad Materials Should Be Sent To:

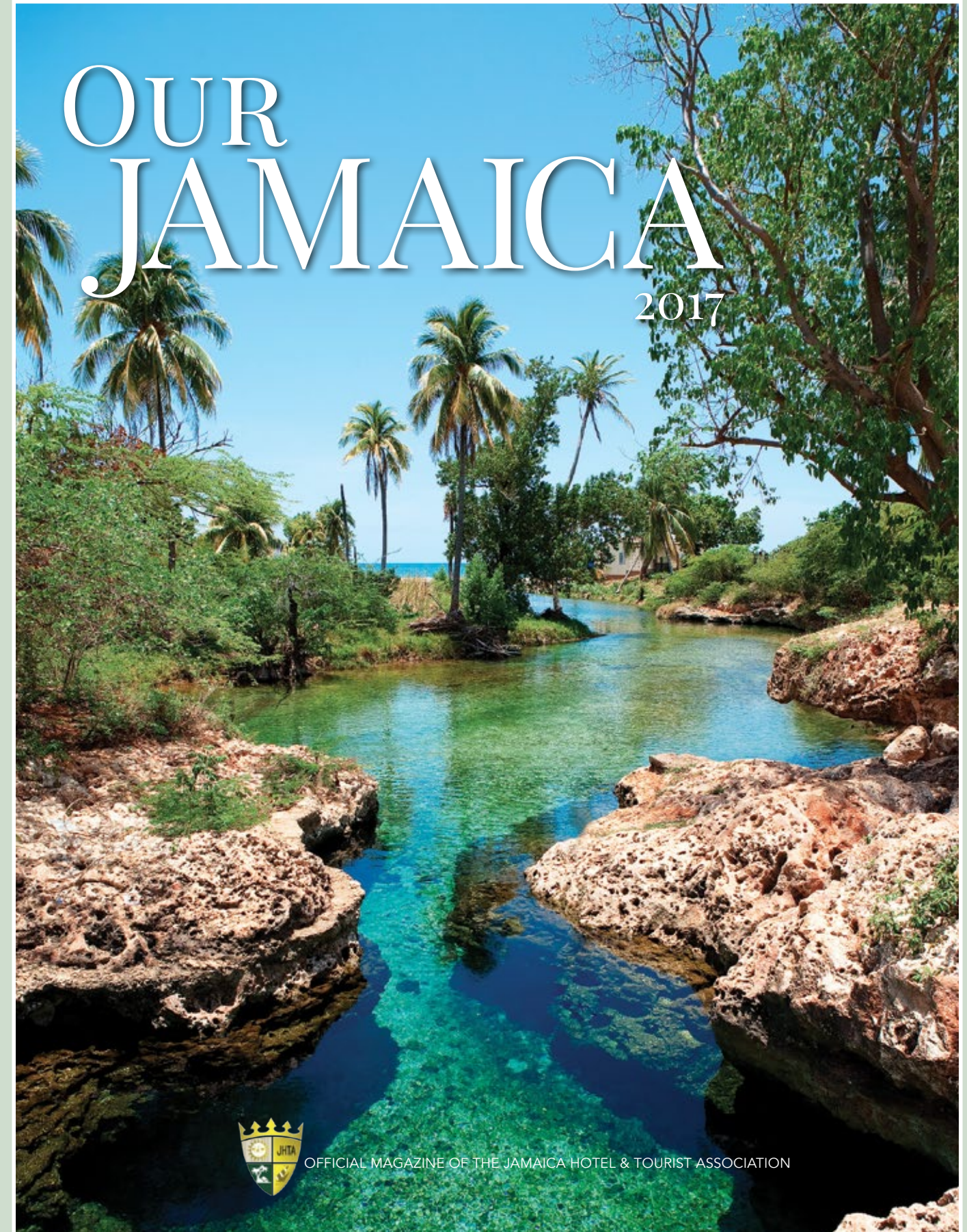
Dayan Agudelo
 HCP Media
 3511 NW 91 Ave., Miami, FL 33172 USA
 Tel: 305-376-5041 • Fax: 305-995-8108
 E-mail: dagudelo@hcpmedia.com

PAYMENTS

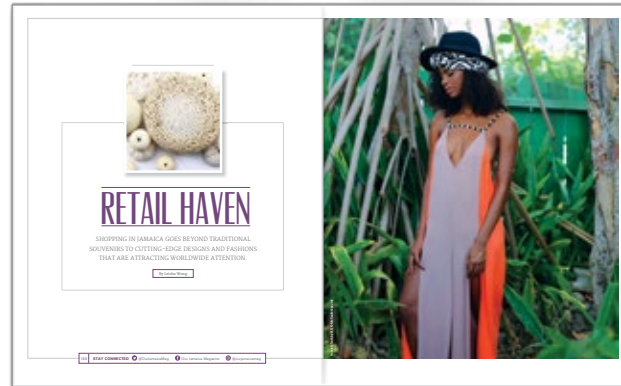
Make checks (USD) payable to:
HCP Media
 3511 NW 91 Ave.
 Miami, Florida 33172, USA



Scan this QR code with your smartphone to see the digital edition of *Our Jamaica* at ourjamaica.customtravelmags.com.



OFFICIAL MAGAZINE OF THE JAMAICA HOTEL & TOURIST ASSOCIATION



Get the most targeted message to your customers with *Our Jamaica*, the official visitor magazine of the Jamaica Hotel & Tourist Association (JHTA). Reaching most of the island's more than 2.1 million annual visitors, this glossy, four-color, hardcover guide is displayed prominently in Jamaica's most prestigious hotels and resorts.

Attract The Most Visitors

As a tourism advertiser, your marketing efforts are best served by *Our Jamaica*. You will reach overnight visitors in the comfort of their hotel rooms, at the moment when they make decisions about how to spend and what to buy during their stay.

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

Our Jamaica is part of HCP Media's integrated marketing and communications program, bringing newspaper and online promotion to the island. A detailed, easy-to-use guide, the publication is the first impression of Jamaica for visitors, helping them discover the magnificent beaches, activities, shopping and culture of the island with vivid photography, informative text and modern design.

Why Advertise In Our Jamaica?

Our Jamaica provides advertisers with an elegant, credible medium in which to showcase products and services. With the purchase of an ad in *Our Jamaica*, you also get value-added exposure at OurJamaicaMagazine.com, the content-rich website of the JHTA.

- Very affordable rates
- Official visitor magazine of the Jamaica Hotel & Tourist Association
- Daily presence in over 30,000 guest rooms
- More than 2.1 million overnight visitors who spend over \$2.5 billion annually*
- FREE online advertising

*Source: Jamaica Tourist Board, Annual Travel Statistics 2014

Your Message Gets More Exposure

Room Exposure: JHTA guarantees year-round distribution in member hotels, resorts and villas — a total of 30,716 rooms.

World Exposure: Thousands of copies of *Our Jamaica* are used annually by Jamaica Tourist Board (JTB) offices around the world to promote Jamaican vacations, in addition to the website OurJamaicaMagazine.com.

Trade Exposure: JHTA and JTB use the publication as a sales tool at trade shows such as World Travel Market and ITB, and in marketing blitzes to travel agents and wholesalers.

Unique Exposure: No other medium works in-room, worldwide and with such guaranteed distribution through exclusive agreements with hotels.

Jamaica Stats*

2,123,042



Overnight guests



US \$126.48

Average expenditure per person per night

75.6%

of overnight tourist came for leisure, recreation and holiday



8.8 nights

Average stay



\$2.5 BILLION

US dollars put into the Jamaican economy

*Source: 2015 Research & Market Intelligence Unit Marketing Department, Jamaica Tourist Board



Get More Out Of Our Website — No Matter Your Budget!

Smart marketers know that targeting is key. Through OurJamaicaMagazine.com you'll reach visitors as they are in the process of planning their trip to Jamaica. By engaging our audience online, you can convert them to customers before they even step foot on the island! E-mail marketing, social media and online advertising are offered in an interactive, content-rich, and frequently updated editorial environment. Our digital prices are affordable, even for small businesses. Ask your representative about increasing your online presence with us today!



Digital Magazine

We're providing advertisers with even more added value by creating a digital version of *Our Jamaica*. The electronic version of the publication preserves the high-quality look of the printed book, and extends the reach and longevity of your message from your ads by having the publications archived online. Our digital magazine will boast features that make it easy for readers to find your business information and click through to your website or video with quick search capabilities and links that allow users to find your ad or advertorial with one click. The link to the digital magazine can be easily shared.

