

# DISCOVER

**MECHANICAL SPECIFICATIONS**

Ad Size	Width	Height
Full Page (bleed)	9 1/4"	12 1/16"
Full Page (trim)	9"	11 13/16"
1/2 Page Horizontal	8"	5 1/4"
1/2 Page Vertical	3 15/16"	10 7/8"
1/4 Page Horizontal	3 15/16"	5 5/16"
1/8 Page Horizontal	3 15/16"	2 5/8"

Hold live matter 1/8" from trim on all sides.  
 Live image area for full page is 8 1/8" x 10 5/8".  
 Back Cover ad placement—add an extra 1" bleed to all four sides.

**DISCOVER RATES**

All ads 4-color display advertising

Two-page spread	\$36,865
Full page	\$19,405
1/2 page	\$11,645
1/4 page	\$8,355
1/8 page	\$5,565

**Covers and special positions (subject to availability)**

Cover 2 spread	\$46,570
Cover 3 spread	\$42,690
Cover 4	\$25,225
Spread preceding table of contents	\$44,240
Full page opposite contents page	\$22,315
Full page opposite commissioner's letter	\$22,315
Full page opposite president of HTA letter	\$22,315
Full page opposite publisher's letter	\$22,315

10% off for current USVIHTA members

FP	1/2V
1/2H	1/4H
	1/8H



Scan this QR code with your smartphone to see the digital edition of *Discover St. Thomas, St. John and St. Croix* in a flash at [discoverusvi.customtravelmags.com](http://discoverusvi.customtravelmags.com).



**DIGITAL ADVERTISING**

Banner Ads	\$99/month
Ad Size	236 x 195
File Type	JPEG or GIF
Maximum Size	40KB
Xtend	\$525/month (75,000 impressions)

**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%) 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/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 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.

**DEADLINES**

Space reservation: July 30, 2015  
 Ad materials due: August 13, 2015  
 Publication date: December 2015

**TERMS**

50% Deposit with contract • 50% upon publication

**INQUIRIES & SPACE RESERVATIONS**

Media Marketing, Inc.  
 1000 Blackbeard's Hill, Suite # 7  
 St. Thomas, Virgin Islands 00802  
 Tel: 340-774-0920 • Fax: 340-774-3144  
 E-mail: [rjmedia@hotmail.com](mailto:rjmedia@hotmail.com)

**LOCAL AD MATERIALS SHOULD BE SENT TO**

Lisa Lawlor  
 Media Marketing, Inc.  
 1000 Blackbeard's Hill, Suite # 7  
 St. Thomas, Virgin Islands 00802  
 Tel: 410-544-0808 • Fax: 410-544-5898  
 E-mail: [lisa@lawlorvi.com](mailto:lisa@lawlorvi.com)

**MIAMI AD SERVICES**

Walter Franco  
 3511 NW 91 Ave., Miami, FL 33172  
 Tel: 305-376-2537  
 E-mail: [wfranco@hcpaboard.com](mailto:wfranco@hcpaboard.com)

**PAYMENTS**

Checks should be made payable to:  
 HCP/Aboard Publishing  
 3511 NW 91 Ave., Miami, FL 33172



Property of the hotel. Please do not remove.

# WHY ADVERTISE IN DISCOVER ST. THOMAS, ST. JOHN AND ST. CROIX?



## PRINT

- It is the official publication of the U.S. Virgin Islands Hotel & Tourism Association.
- Provides advertisers with unmatched access to the largest number of accommodations throughout the U.S. Virgin Islands.
- Prominently displayed in 5,000+ St. Thomas, St. John and St. Croix hotel and villa rooms, this publication is a guaranteed way to reach your target clients in the comfort of their rooms.
- Very affordable rates.
- Reaches upscale visitors.
- Features easy reference maps of St. Thomas, St. John and St. Croix.
- Advertising organized by category:
  - Retail Shopping
  - Arts
  - Real Estate
  - Activities
  - Weddings
  - Spas
  - Accommodations
  - Dining
- Advertisers automatically appear in the digital version of *Discover St. Thomas, St. John and St. Croix*. The electronic version of each publication preserves the high-quality look of the printed books, and extends the reach and longevity of your ads by having the publications archived online.
- Web component at DiscoverUSVMagazine.com, which promotes the destination, hotel members and our advertisers.
- Provide consumers with valuable travel information.
- DiscoverUSVMagazine.com is promoted in targeted advertising campaigns that drive traffic to the website and raise interest in the destination.
- Strategic partnerships with TripAdvisor and search engine marketing through Google and MSN.
- With the purchase of an ad in *Discover St. Thomas, St. John and St. Croix*, you also receive a FREE business profile with image, business description and link back to your site.
- *Discover St. Thomas, St. John and St. Croix* is part of an integrated marketing and communications program that utilizes:
  - 1) A network of HCP/Aboard Publishing and targeted newspapers and websites of the McClatchy Company; the second largest newspaper organization in United States.
  - 2) Newspaper network includes 29 papers in 28 of the fastest-growing markets in the United States.



## ONLINE

DiscoverUSVMagazine.com

- Smart marketers know that targeting is key. Through **DiscoverUSVMagazine.com** you'll reach visitors as they are in the process of planning their trip to the U.S. Virgin Islands.
- By engaging our audience online, you can convert them to customers before they even step foot on the islands!
- E-mail marketing, social media and online advertising are offered in an interactive, content-rich, frequently updated editorial environment.
- Our digital packages are affordable, even for small businesses.

## Xtend

The Xtend platform allows you to re-engage visitors who have interacted with your site but did not convert, by serving your ad message as they continue to surf the web. Example: Potential client visits a U.S. Virgin Islands hotel website searching for accommodations. As that potential client continues to visit other websites, the original resort's display ad will appear within the subsequent pages they visit

The average online search lasts six seconds. Xtend allows you to prolong the interaction long after the initial search is completed, based on relevant keywords (Ex: USVI travel) that tie back to your product or service.

Xtend allows you to put your display ad message in front of an audience searching for the exact products or services you offer. Example: client searches for information on traveling to the U.S. Virgin Islands and then moves on to Expedia.com. That potential client's search result on the Expedia site will include your company's ad. Your ad will continue to appear as the individual surfs the web.

## HOTEL DISTRIBUTION\*

### ST. THOMAS HOTELS

Bellavista Bed & Breakfast  
 Bellavista Scott Hotel  
 Best Western Carib Beach Resort  
 Best Western Plus Emerald Beach Resort  
 Bluebeard's Beach Club & Villas  
 Bluebeard's Castle Hotel  
 Bolongo Bay Beach Resort  
 Bunker Hill Hotel  
 Calypso Realty, PC  
 Coldwell Banker - Stout Realty  
 Crystal Palace  
 Elysian Beach Resort  
 Galleon House  
 Island Beachcomber Hotel  
 Island View Guest House  
 Mafolie Hotel  
 Marriott Frenchman's Cove  
 Marriott Frenchman's Reef & Morning Star Marriott Beach Resort  
 Miller Manor  
 Paradise Cove Cottages  
 Paradise Properties  
 Pavilions and Pools Villas Hotel  
 Pineapple Village Villas  
 Point Pleasant Resort  
 Sapphire Beach Resort & Marina  
 Secret Harbour Beach Resort  
 Serendipity Villa  
 Sugar Bay Resort & Spa  
 The Green Iguana  
 Villa Marbella Suites  
 The Ritz-Carlton Resort & Club  
 Virgin Islands Campground  
 Windward Passage Hotel

Grande Bay Resort  
 Hillcrest Guest House  
 Island Getaways  
 Lavender Hill Suites  
 Seaview Homes  
 Serendip Vacation Condos  
 St. John Inn  
 St. John Properties  
 St. John Savvy  
 St. John Ultimate Villas  
 The Inn at Tamarind Court  
 The Westin St. John Resort and Villas  
 Vacation Vistas  
 VIVA! VI Vacations and Villas  
 Windspreet Vacation Homes

### ST. CROIX HOTELS

Arawak Bay:  
 The Inn at Salt River  
 Caravelle Hotel  
 Caribbean Dream & Villa Dawn  
 Chenay Bay Beach Resort  
 Club Comanche  
 Club St. Croix  
 Colony Cove Beach Resort  
 Company House Hotel  
 Cottages By The Sea  
 Discovery Grove  
 Divi Carina Bay Resort  
 Frederiksted Hotel  
 Hibiscus Beach Resort  
 Holger Danske Hotel on the Cay  
 King Christian Hotel  
 Kings Alley Hotel  
 Kronegade Inn  
 Longford Hideaway  
 Mill Harbor Condos, Christiansted  
 Mt. Victory Camp Eco Lodge  
 Northside Valley Vacation Villas  
 Renaissance St. Croix  
 Carambola Beach Resort  
 Sand Castle on the Beach  
 Sugar Beach Condo Resort  
 Tamarind Reef Hotel  
 The Buccaneer Hotel  
 The Palms at Pelican Cove  
 The Waves at Cane Bay  
 Vacation St. Croix

### ST. JOHN HOTELS

Artistic Beach Villas  
 Caneel Bay  
 Carefree Getaways  
 Caribbean Villas & Resorts  
 Cinnamon Bay Campground  
 Coconut Coast Villas  
 Concordia Eco-Tents  
 Estate Concordia Studios  
 Estate Lindholm  
 Estate Zootenvaal  
 Gallows Point Resort

\*Hotel distribution subject to change.

### Xtend Platform

