



This Week in Bermuda's

2010 Rate Sheet & Specifications

#1 Guide
for
Locals
& visitors

This Rate Sheet is provided for the client's reference only and is subject to change. Prices are quoted per month.

ALL ADVERTISING MUST BE SUPPLIED AS ELECTRONIC FILES.

Space contract:

	12 months	7 months	1 month
Full-page	\$ 650	\$ 750	\$ 850
Half page <i>Horizontal or vertical</i>	\$ 385	\$ 450	\$ 500
Quarter page <i>Horizontal or vertical</i>	\$ 210	\$ 250	\$ 300

We do not accept film. PC or Mac format accepted in the form of a CYMK 300 dpi JPG, 300 dpi TIFE, or PDF (exported in "press" format). Ads submitted with images downloaded off the Web are unacceptable. No images should be less than 300 dpi. Adobe PDF's should be properly distilled Adobe PDF files supplied with a color accurate proof.

We will use our best efforts to ensure the final reproduction of a submitted PDF file matches the supplied proof. However, we cannot assume liability for omissions, misprints or font defaults.

Covers & Special Positions – Subject to availability

Inside Front Cover	\$1100
Page facing Inside Front Cover	\$1000
Page facing Table of Contents	\$ 900
Inside Back Cover	\$1000
Outside Back Cover	\$1300

ALL SPREAD ADVERTISING MUST BE SUPPLIED AS TWO SEPARATE SINGLE PAGE DOCUMENTS.

ACCEPTABLE NATIVE FILE FORMATS

Indesign CS2 or greater preferred
Illustrator CS2 or greater preferred
Photoshop files acceptable

Your Table is Ready

- Chef of the Month
- Photograph and up to 400 words

WE CAN DESIGN YOUR AD

Our art department can layout your ad at no addition charge. Charges for color scans, color proofs, duplications and enlargements, invoiced separately.

In The Arts

- Artist of the Month
- Photograph and up to 400 words

AD SIZES:

Trim size: 4.5" x 9.5"
Full-page: 3.75" x 8.625" (*non bleed*)
Blead: Trim size, plus .25 all sides"
1/2-page vertical: 1.8125" x 8.625"
1/2-page horizontal: 3.8125" x 3.875"
1/4-page vertical: 1.8125" x 3.875"
1/4-page horizontal: 3.8125" x 1.875"

Shop Bermuda Shopping Guide

- Business of the Month
- Photograph and up to 400 words

ALL AD MATERIAL SENT TO:

Production Department mail to:
 peter@bermudadirectory.com.
 To upload to our ftp site request address from:
 peter@bermudadirectory.com.

Advertorial

Full Page – 100 words
 Half Page – 75 words
 Quarter Page – 50 words

DEADLINE:

Jan: Dec 4th, 2009	May: Apr 2th, 2010	Sept: Aug 6th, 2010
Feb: Jan 8th, 2010	Jun: May 7th, 2010	Oct: Sept 10th, 2010
Mar: Feb 5th, 2010	Jul: Jun 4th, 2010	Nov: Oct 8th, 2010
Apr: Mar 5th, 2010	Aug: Jun 25th, 2010	Dec: Nov 5th, 2010

CONTACT:

Scott Hill

Marketing Director/Photographer

Tel: 441-295-1189 Mobile: 441-531-TWIB (8942) Fax: 441-295-3445 Email: scott@thisweek.bm