



EXPERIENCE DOMINICAN REPUBLIC 2010

Annual Publication Rates (Prices in U.S. Dollars)

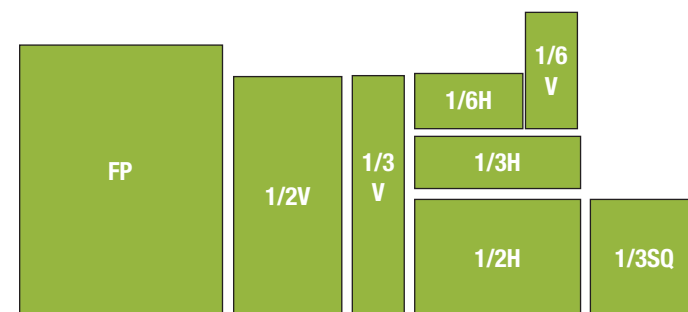
Full Page	\$ 7,000
1/2 Page	\$ 5,700
1/3 Page	\$ 4,600
1/6 Page	\$ 3,000
Inside Back Cover	\$ 12,025
Inside Front Cover	\$ 12,750
Back Cover	\$ 14,125
Opposite Inside Front Cover	\$ 12,550
Spread	\$ 16,225

Closing Dates

Space Reservation: June 2, 2009
 Material Closing Date: June 16, 2009
 Publication Date: October 2009

Mechanical Specifications

Ad Size	Width	Height
Full page (bleed)	8 5/8" x	11 1/8"
Full page (trim)	8 3/8" x	10 7/8"
Page Vertical	3 1/2" x	9 7/8"
Page Horizontal	7 1/4" x	4 3/4"
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"
1/6 Page Horizontal	4 3/4" x	2 1/4"



Ad Material Requirements*

- 1 Electronic files are to be sent in Macintosh format only. Accepted programs include QuarkXpress 6.5, 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%) as 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 each 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 the gutter of two facing pages is not guaranteed. Live matter in the 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) are 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:

Contact: Antonio Diaz
 Local Cellular: (809) 924-9362
 USA Cellular: (305) 510-5990
 E-mail: diaz@travel-mktg.com

Advertising materials should be sent to:

Fabiana Walters
 HCP/Aboard Publishing
 One Herald Plaza
 Miami, FL 33132
 Tel: (305) 376-5041
 Fax: (305) 995-8108
 E-mail: fwalters@hcpaboard.com

Checks should be payable to:

HCP/Aboard Publishing
 One Herald Plaza
 Miami, FL 33132-1693

EXPERIENCE DOMINICAN REPUBLIC

The Smartest Way to Invest Your Advertising Dollars.

Would you like to reach more than 4 million tourists who visit the Dominican Republic every year?

Our elegant, coffee-table publication will position your advertising message year-round, reaching Dominican Republic's most affluent travelers through unparalleled distribution in more than 7,000 guest rooms.

Experience Dominican Republic has been created to provide both leisure and business travelers with all the information they need to make their visit as comfortable, enjoyable and interesting as possible. With the editorial content and design crafted to engage the imagination and provide essential information, this hardcover, 4-color glossy publication is used by visitors to plan an array of activities—from sightseeing and shopping to dining and nightlife.

There is no better way to capture the attention of these visitors than in the comfort of their hotel rooms while they are planning their daily activities.

Visitor profile

Tourist Arrivals	4,435,903
Air	3,979,582
Cruise Passengers	456,321
Purpose of Trip	
Leisure	74%
Business	2%
Average length of stay	
Average length of stay	9 days
Average expenditures per person per day	
Average expenditures per person per day	\$388

All information obtained from the ACS AEC.

Interested in online advertising?

Please ask your sales representative for our online rate card, or visit ExperienceDominicanRepublic.com for more information.



Meaningful added value program to increase your advertising investment

As an advertiser in the Experience Dominican Republic book, you'll receive a FREE online profile, a color photo and a text link to your website. The more text links to your website, the better your positioning will be in the search engines!



Hotel distribution:

Puerto Plata / Sosua

The Bungalows Resort & Spa, Puerto Plata
Casa Colonial
Gran Ventana Resort
Grand Oasis Marien
Sosua Bay & Victorian House Resort
Sun Village Resort & Spa
Victoria Golf & Beach Resort

Santiago

Garden Court, Santiago

Santo Domingo

Courtyard by Marriott, Santo Domingo
Hilton Santo Domingo*
Hotel Santo Domingo
InterContinental V Centenario
Meliá Santo Domingo
Mercure Comercial
Renaissance Jaragua Hotel & Casino
Sofitel Francés
Sofitel Nicolás de Ovando

Boca Chica

Oasis Hamaca

Bayahibe / La Romana

Grand Oasis Canoa

Punta Cana / Bavaro

Barceló Bavaro Palace
Barceló Premium Punta Cana
Grand Oasis Bavaro
Grand Oasis Punta Cana
Punta Cana Resort & Club
Tortuga Bay Club

**More than 7,000 upscale
hotel rooms throughout
Dominican Republic.**

Hotels subject to change.

