

READ MORE
ABOUT THE NEW
www.sportingbarbados.com

SPORTING BARBADOS

2012 Advertising Rates & Artwork Specifications



VALUE &
VISIBILITY!

SPORTING BARBADOS

2011 EDITION • www.sportingbarbados.com

Sporting Barbados Magazine has a 15 years proven pedigree in the sports tourism business and it is a unique quality publication that is highly respected through the tourism industry.

You can be part of the Sporting Barbados 2012 magazine AND be on the completely new www.sportingbarbados.com website!

Sporting Barbados 2012 will be full of vibrant photographs and articles on all the top sporting events, attractions and facilities, that entice visitors to our island and encourage many others to return in the future. This magazine offers superb value for money, it is produced on time and it is circulated

islandwide and in related overseas locations.

Our brand new redesigned and relaunched www.sportingbarbados.com website offers strong support to our well established publication with exciting photos, and more current information on sporting events and associated businesses that visitors need and want to know about. This site will also be promoted and advertised.

The website is a **MUST READ** for any potential visitor to the island and the magazine is **SIMPLY THE BEST** publication to read about all our sporting and leisure attributes and to find out about everything else that matters to a tourist.

The screenshot shows the website's navigation menu with categories: Cricket, Golf, Polo, Horse Racing, Sailing, Fishing, Motorsport, Hockey, Football, Rugby, More Sports, and Magazine. A search bar is located in the top right corner. The main banner features a photograph of a boat named 'CHALLENGE II' with several people on board. Below the banner, there is a list of upcoming events:

- Diamonds International Cheshire Polo Tour
February 27 - March 6, 2011
- Barbados Junior International Tennis Tournament (ITF Junior Circuit)
March 12 - 18, 2011
- Barbados Fishing Tournament - Port St. Charles
March 18 - 22, 2011
- Royal Westmoreland Ladies Golf Open
March 26 - 27, 2011

Other sections visible include 'The Month Ahead...' with a link to 'Diamonds International / Sandy Lane / Rotary West Charity Golf Classic' and 'Our Sports Personalities' featuring 'Chally Jones' and 'De Courcy Weekes'.

Advertising Space
300 x 250

Magazine Rates

(Rates in US Dollars)

Full Page	\$3,500
Half Page	\$2,000
Quarter page	\$1,000

Rates do not include 17.5% VAT or agency commission.

Specifications & Ad Sizes

Full Page:	Trim size - 8.5" (w) x 11" (h) Critical Text Area - 8.125" (w) x 10.875" (h) With Bleed - 8.75" (w) x 11.25" (h)
Half Page:	Horizontal - 7" (w) x 4.5" (h) Vertical - 3.375" (w) x 9" (h)
Quarter Page:	3.375" (w) x 4.5" (h)

Technical Data

- Artwork must be supplied at the correct size as specified above.
- All artwork must be created and supplied in Adobe Illustrator EPS or High Resolution PDF file. EPS files must have the fonts converted to outlines.
- All colours in all file formats MUST be converted to CMYK. Please do not specify or include any colours as Pantone or RGB.
- Any pictures included in any of the above formats must be of at least 300DPI.
- Please ensure all placed images are linked.
- NO COREL DRAW FILES WILL BE ACCEPTED.
- If files are supplied on CD or DVD a high resolution colour proof or 720DPI Postscript correct printout of the advertisement MUST be supplied with the Artwork.

Hiltop Publications bears no responsibility nor can accept any liability for the accurate reproduction of artwork that does not meet the criteria as outlined above.

Website Rates

(Rates in US Dollars)

Home Page - - 300 x 250 pixel Ad	\$2,000
Individual sport page - - 300 x 250 pixel Ad	\$600
Event page - - 300 x 250 pixel Ad	\$300
Listing - - 40 words max + one image	\$100
Ad on Listings pages - - 300 x 250 pixel Ad	\$300

All costs are for 12 months.

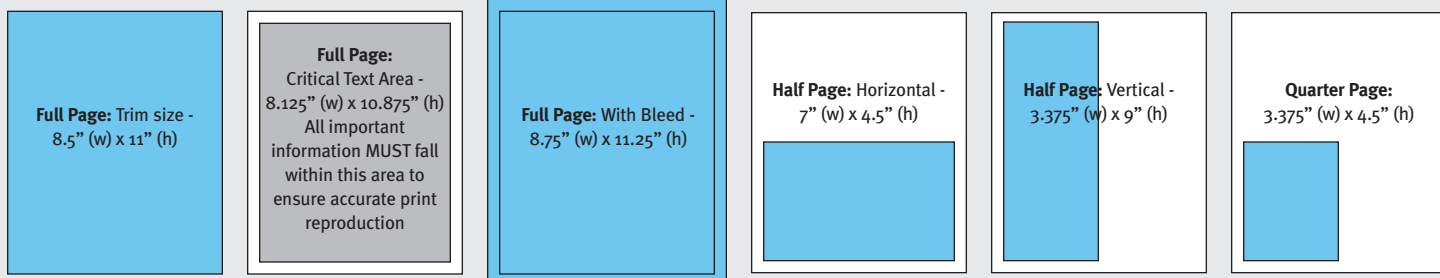
Rates do not include 17.5% VAT or agency commission.

Technical Data

- Artwork MUST be supplied at the specified size.
- All artwork must be created and supplied as JPEG, GIF or PNG files.
- All colours in all file formats MUST be converted to RGB.
- All files must be of at least 100DPI.

Hiltop Publications also publish
Barbados Property News,
Caribbean Property Magazine and **Polo Barbados.**
www.sportingbarbados.com
www.barbadospropertynews.com
www.caribbeanpropertymag.com
www.caribbeanpropertysearch.com
Hiltop Publications Ltd.
11 Cottage Ridge, St. George, Barbados, WI
Tel: (246) 228 9122
Fax: (246) 228 0243
E-mail: sportingb@caribsurf.com

Print Ad Sizes



Artwork Deadline - 31st August 2011. Publication Deadline - 20th October 2011