

Nights

CURAÇAO

A D V E R T I S I N G R A T E S 2 0 1 0 I S S U E

Advertising Space

	\$ US	NAF
Full Page	5,935	10,683
1/2 Page	3,835	6,903
1/3 Page	3,120	5,616
1/4 Page	2,505	4,509
1/6 Page	1,735	3,123

Covers / Spreads / Coupons

	\$ US	NAF
Back Cover	9,930	17,874
Inside Front Cover	8,450	15,210
Inside Back Cover	6,855	12,339
1/2 Page DPS	6,640	11,952
Coupon	5,935	10,683

Special Inserts: Available upon request.

Please Note: Requested positions are 15% extra (right hand page or otherwise). All rates are based on supplied digital artwork. Any necessary computer work will be additional.

Terms of Payment: 50% upon signing of contract, balance upon publication.

Circulation

165,000 copies available throughout the year.

Advertorial Text

AD SPACE PURCHASED	MAXIMUM ADVERTORIAL LENGTH*
2 or more pages	100 words
Full page	75 words
1/2, 1/3, 1/4, 1/6 page	50 words

* Note: Advertorial given to restaurant, retail, resort and activity advertisers. Casinos and entertainment venues receive a listing. Nights Publications reserves the right to edit advertorials.

Deadline: Advertorial text must be received no later than **July 15, 2009**.

Important: In the event that advertorial text is not supplied prior to given deadline, it will not be included in advertorial section.

Ad Material Deadline

Ad material must be received no later than **July 15, 2009**.

In the event that ad material is not supplied prior to given deadline, publisher is entitled to supply same to best of his ability, at client's expense.

Ad Design Costs

Ad design services are available if required. Please contact your sales representative for a quotation.

Additional Production Costs

Client will be given a quote, subject to client's approval, before any additional production work is done. Client will be invoiced separately for any additional costs that are not included on the contract.

Please Note

- Agencies must include a signed approval from agency/client when sending ad material to main office in Montreal.
- Please do not send original ad material. Please supply duplicate CDs, photos or slides as ad material will not be returned to client or agency unless requested in writing.

Sending Ad Material by FTP

From Web Browser: http://69.70.9.42:8080

User Name: nights05

Password: ads05pub

Note: Please notify Sylvain at sgoedike@nightspublications.com when ad material has been uploaded to our FTP site.

Sending Ad Material by EMAIL

Please email ad material to Miruna at miruna@nightspublications.com

Sending Ad Material by FedEx

Nights Publications Inc.

c/o Zelly Zuskin

1751 Richardson Street, Suite 5.530

Montreal, QC, H3K 1G6, CANADA

Tel: (514) 931-1987 • Fax: (514) 931-6273

Client is liable for any shipping, customs and brokerage charges.

Ad Approval

All ad material subject to publisher's approval.³

Guarantees

- We do not guarantee the exactness of the end result if safety margins, trim, bleed and all the digital requirements are not respected. Color exactness is guaranteed with a 5% variance.
- All ads supplied in final form (i.e. not requiring any changes or logo additions) by advertising agencies will not be sent by Nights Publications to client for approval. It is our understanding that material supplied by agencies has been approved by client prior to being shipped to head office. Nights Publications will not take any responsibility for material supplied by agencies with spelling, grammatical or any other mistakes. The client will be notified only in the event that serious mistakes are noticed. Clients will receive a quote subject to their approval before any corrections are made.
- Nights Publications will not be held responsible for poor text legibility resulting from text being supplied smaller than 7 pts. If text is supplied under 7 pts, clients will be informed and receive a quote subject to their approval before any corrections are made.

Distribution

North America: Curaçao Tourist Board Offices. Various travel agencies and travel related shows throughout the US and Canada.

Curaçao: Airport, hotels and timeshare resorts, retail outlets, car rental agencies, tour bus operators, travel agents, port of disembarkment for cruise vessels and Curaçao Tourist Board Offices.

Managing Director

Harold Raxlen

Tel: 560-4285 • Tel/Fax: (0) 542-2184

Cell: (0) 580-1010

haxlen@nightspublications.com

Island Sales Representative

Bernadette Zweerman

Tel: 567-7788 • Fax: 461-3876

bernadette@nightspublications.com

Island Representative & Distribution

Ruth de Windt

Vindan & Partners Advertising

Olympusweg 29, Willemstad, CURAÇAO, N.A.

Tel: 462-2331 • Fax: 462-2332 • Cell: 560-6225

vindan2@onenet.an

International Sales

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1751 Richardson Street, Suite 5.530

Montreal, QC, H3K 1G6, CANADA

Tel: (514) 931-1987 • Fax: (514) 931-6273

nights@nightspublications.com

*Curaçao Nights is part of the Nights Publications group, which includes
Aruba Nights, Aruba Nights Hotel Edition, Bonaire Nights,
Island Gourmet, Panama Days and St. Maarten Nights.*