

ABOUT THE WELCOME

# THE WELCOME

GUIDE TO THE BRITISH VIRGIN ISLANDS

Published By Island Publishing Services, Ltd.,  
P.O. Box 133, Road Town, Tortola, British Virgin Islands.  
Tel: (284) 494-2413 | Fax: (284) 494-4413 | Email: info@bviwelcome.com

## ABOUT THE BVI WELCOME GUIDE

The BVI Welcome Guide is published bi-monthly and has been distributed to BVI visitors and residents since 1971. This colorful magazine-format publication contains lively features on island events, people, places and history as well as comprehensive information on accommodations, sailing, transportation, places to go, shopping and dining. It is the largest circulation tourist publication in the B.V.I. and one of the most popular and well-regarded magazines in the Caribbean.

155,000 *Welcomes* are printed annually and distributed through Customs and Immigration at all points of entry, including airports and ferry terminals; through charter boat operators, hotels and at other tourist facilities throughout the B.V.I. There is also worldwide distribution through the B.V.I. Tourist Board offices in the U.S., the U.K. and Europe, through paid overseas subscribers and at travel shows attended by the Tourist Board. The B.V.I. is an up market destination that attracts affluent tourists to its many high-end resorts, luxury villas and charter yacht companies. Because of the high quality of the publication, it is taken home by most visitors and used as a reference for future trips, as well as passed on to others interested in travelling here.

The rate sheet contains additional information on rates, deadline dates, specs and electronic requirements. There is a 10% discount on any of *The Welcome's* rates for six consecutive insertions (a year's contract), and an additional 5% if the six issues are paid a year in advance.

Annual contract advertisers in *The Welcome* also receive a discount on annual extended and display advertising on *BVI Welcome Online*, the Internet version of *The Welcome* - [www.bviwelcome.com](http://www.bviwelcome.com)



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## Rate Card Vol. 44 (Effective with the Dec/Jan 2014/2015 issue)

### ISSUANCE

Published six times per year, in:  
December/January, February/March, April/May, June/July, August/  
September, October/November.

### EDITORIAL DIRECTION

Feature articles on the history, people, and locale of the British Virgin Islands, combined with reference information on lodging, charter boats, dining, activities, shopping, air and ground transportation availability and ferry schedules.

### CIRCULATION

155,000 copies per year are distributed free at BVI points of entry, through hotels, charter boats, ferries, and other tourist facilities. Additional circulation through BVI Tourist Board offices worldwide, international travel shows, as well as to individuals and travel agents on a paid basis.

### STAFF

**Publisher/Editor** ..... Claudia Colli  
**Art Director & Web Master** ..... Daniel Mejia  
**Associate Editor** ..... Jan Critchley  
**Advertising inquiries** ..... Claudia Colli or Jan Critchley

### SUBSCRIPTIONS

Yearly subscription rate is \$36.00 U.S. for airmail delivery to the U.S. and \$46.00 U.S. to any other part of the world. Money orders and bank drafts must be payable in U.S. Dollars. Single issue price is \$8.00 U.S. and \$12.00 U.S. elsewhere. Major credit cards are also accepted.



# BVI WELCOME RATES

## ADVERTISING RATES (PER ISSUE)

Inside Pages	Full Color	B&W/Spot	Back Cover	Inside Cover
Full page	\$2,100	–	\$2,885	\$2,475
1/2 page	\$1,095	\$910	\$1,495	\$1,330
1/4 page	\$640	\$515	\$810	–
1/8 page	\$406	\$305	–	–
1/16 page	\$280	–	–	–

*Rates effective Vol 44, Dec / Jan 2014-15 issue.*

Artwork and typesetting for the production costs of new ads and changes in existing ads is charged at the rate of \$85/hour (min. \$35).

**Premium and special position rates:** an additional 15% will be charged for positions before the contents page. An additional 10% will be charged for special positions after the contents page. Premium and special positions are available for full color ads only, must be on an annual contract and are on a space available basis.

## DISCOUNTS

Advertising appearing in all 6 annual issues earns a discount of 10%. Advertisers who appear in 6 annual issues and pay in advance on an annual basis are entitled to an additional 5% discount (15% total). Advertisers who pay within 15 days of the invoice date are entitled to a 2% discount.

## DEADLINES FOR RESERVATIONS & MATERIALS

Issue No.	Issue Period	Reservation Deadline	Deadline for Materials
1	Dec/Jan	September 1st	September 14th
2	Feb/Mar	November 1st	November 14th
3	Apr/May	January 1st	January 14th
4	June/July	March 1st	March 14th
5	Aug/Sept	May 1st	May 14th
6	Oct/Nov	July 1st	July 14th

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## ELECTRONIC DIGITAL OUTPUT

*The Welcome* is produced in InDesign on a MacIntosh computer. We accept Adobe Photoshop, Illustrator and InDesign files. We do not accept PageMaker and Publisher files or artwork created in word processing programs.

**All artwork should be 300dpi and color adverts should be CMYK. Spot color is either cyan and black or Pantone 185 (red) and black. InDesign files must include their file links and fonts.**

## PREFERRED FORMAT

Adobe Acrobat, high resolution, press-optimized, composite PDF. Other image files (.eps, .tif, .jpg) in high resolution (at least 300 dpi at 100%) are also acceptable. Images with higher resolution than this will be downsized. Images with lower resolution will result in inferior print quality. The publisher is not responsible for and has the right to refuse images of a low quality. All fonts must be embedded.

**Conversions and corrections of incorrectly prepared files (including ads which are sized incorrectly) will be charged at our normal hourly rate.**

## MISCELLANEOUS

Publisher's Protective Clause: advertisers and advertising agencies assume liability for all content including text, representation and illustration of advertisements printed and also assume all responsibility for any claims arising therefrom made against Island Publishing Services, Ltd. and its employees. Island Publishing Services reserves the right to reject or cancel any advertising at its sole discretion.

**Files can be emailed to [info@bviwelcome.com](mailto:info@bviwelcome.com) or [daniel@bviwelcome.com](mailto:daniel@bviwelcome.com). They can be sent by a file sharing program such as dropbox or uploaded to our FTP site (please contact us for instructions).**

**Address all communications regarding contracts, insertion orders, mechanics and artwork to the publisher, Claudia Colli ([ccolli@bviwelcome.com](mailto:ccolli@bviwelcome.com)) or to [info@bviwelcome.com](mailto:info@bviwelcome.com)**

BVI WELCOME SPECS

# BVI WELCOME SPECS



## UNIT SIZES (SHEET-FED OFFSET)

	Width (ins)	Height (ins)	
Full page	7.5"	9.875"	
1/2 Column	3.625"	9.875"	
1/2 Horizontal	7.5"	4.875"	
1/4 Vertical	3.625"	4.875"	
1/4 Horizontal	7.5"	2.375"	
1/8 Horizontal	3.625"	2.375"	
1/16 Column	1.75"	2.375"	
1/16 Horizontal	3.625"	1.1875"	

**Trim Size** – 8.5" x 11"

## BLEED SIZES

Full Page	8.75" x 11.25"	
2 Facing Pages (spread)	17.25" x 11.25"	

Fractional bleed units not accepted.  
Keep all live matter at least 0.25" away from trim edges.