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BRITISH • VIRGIN • ISLANDS
THE WELCOME
TOURIST GUIDE

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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 and air and ground transportation availability.

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Advertising Rates (per issue)	Inside Pages	B&W/Spot	Full Color	Back Cover	Inside Cover
	Full page		\$1,930	\$2,800	\$2,400
	1/2 page	\$ 885	\$ 995	\$1,460	\$1,295
	1/4 page	\$ 490	\$ 575	\$ 780	
	1/8 page	\$ 285	\$ 360		
	1/16 page	\$ 195	\$ 240		

Artwork and typesetting for the production costs of new ads and changes in existing ads is charged at the rate of \$75/hour (min. \$30).

Premium and special position rates: An additional 20% will be charged for positions before the contents page. An additional 15% 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 pay within 15 days of the invoice date are entitled to a 2% discount. Advertisers who appear in 6 annual issues and pay in advance on an annual basis are entitled to a 5% discount.

Deadlines for Reservations and 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