

GMCVB FLAGSHIP PUBLICATIONS

Reach your target market with our results-oriented multimedia publishing program



VISITORS GUIDE

Targets: Visitors while in Miami

Our premier guide to Greater Miami and the Beaches, the GMCVB Visitors Guide is an efficient, highly targeted vehicle for reaching visitors while they're in the process of deciding where to shop, dine and sightsee.

Quantity Printed: 45,000

Readership: 2,675,786*

Distribution: In-room guide at 156 participating hotels over 38,000 hotel rooms.

Digital Version Available

ADVERTISING RATES

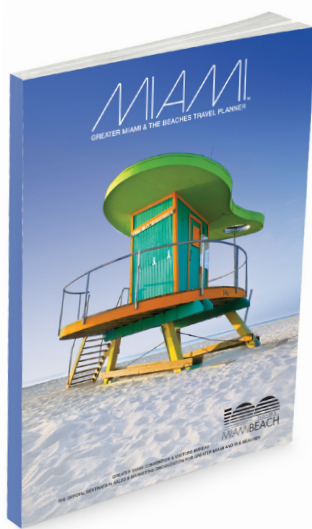
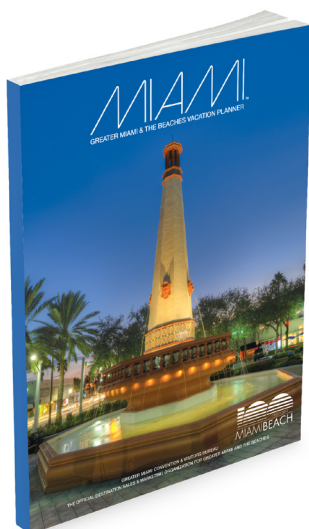
| | |
|-----------------------|----------|
| Full page: | \$17,000 |
| Half page vertical: | 12,015 |
| Half page horizontal: | 11,685 |
| Quarter page: | 7,920 |

DEADLINES

| | |
|-------------------|---------------|
| Ad space closing: | 8/1/16 |
| Materials due: | 9/22/16 |
| Publication date: | December 2016 |

*Visitors Guide readership estimated by average times room was booked multiplied by average visitor party size, by total hotel rooms and by Miami-Dade hotel occupancy rate.

Source: GMCVB, 2012 Visitor Industry Overview Report.



VACATION PLANNER

Targets: Visitors before arriving to Miami

Visitors request a copy of the Vacation Planner by calling the toll-free number in the GMCVB's multimillion dollar ad campaign or by visiting its popular website, MiamiandBeaches.com. This publication features an accommodations section. Your ad is also published in *Guía de Vacaciones*, a Spanish-language version available in digital format.

Quantity Printed: 20,000

Readership: 86,400**

Distribution: Mailed to prospective visitors upon request

Digital Version Available

ADVERTISING RATES

| | |
|-----------------------|----------|
| Full page: | \$14,700 |
| Half page vertical: | 10,290 |
| Half page horizontal: | 10,020 |
| Quarter page: | 6,815 |

**Vacation Planner readership estimated by copies multiplied by average visitor party size. Source: GMCVB, 2012 Visitor Industry Overview Report.

TRAVEL PLANNER

Targets: Travel professionals and advisors

The Travel Planner is the travel professional's go-to guide for planning a client's trip. It covers the arts, culture, dining, shopping, sports, attractions and more.

Quantity Printed: 15,000

Readership: 66,000***

Distribution: Travel and tourism trade shows and educational workshops worldwide, and at familiarization (FAM) trips throughout Greater Miami and the Beaches

Digital Version Available

ADVERTISING RATES

| | |
|----------------------|---------|
| Back cover: | \$8,925 |
| Inside front cover: | 8,400 |
| Inside back cover: | 7,350 |
| Inside back cover**: | 15,000 |
| Back cover**: | 30,000 |

***Travel Planner readership estimated by copies multiplied by average local employee size of business that are travel agencies or tour operators.

Source: Claritas 2014.

AD MATERIAL REQUIREMENTS

1. Electronic files are to be sent in Macintosh format only. Accepted programs include 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 percent) as CMYK. If files are not provided as CMYK, then 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.
5. Live matter in the facing-page subject cannot be closer than 1/8" to the 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 standard. Proofs that do not meet these criteria cannot be used for color matching.*

VISITORS GUIDE, VACATION PLANNER AND TRAVEL PLANNER MECHANICAL SPECIFICATIONS

| Ad Size | Width | Height |
|-----------------------|--------|---------|
| Full-page trim** | 8 7/8" | 10 7/8" |
| Full-page bleed | 9 1/8" | 11 1/8" |
| Half-page horizontal | 7 3/4" | 4 3/4" |
| Half-page vertical*** | 3 1/2" | 9 7/8" |
| Quarter page*** | 3 3/4" | 4 3/4" |

**Hold live matter 3/8" from trim on all sides.

***Not available where charts are the format for member listings.

PAYMENTS

Make checks payable to:

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