

JAMAICA HOTEL & TOURISM ASSOCIATION

MEETING PLANNER

2019



ADVERTISE WITH US



TARGETS: MEETING AND CONVENTION PLANNERS

The *Our Jamaica Meeting Planner* is designed for the meeting, convention and incentive travel professionals who inspire companies and organizations to hold their events in Jamaica. An invaluable guide for corporate travel professionals, it provides an overview of local hotel and resort facilities, and convention and meeting spaces, as well as business services, dining, nightlife, attractions, shopping and more.

Your ad in the Meeting Planner is seen by over 25,000 meeting and convention planners, who share their knowledge of Jamaica with all event attendees.

READERSHIP: 25,000+

MEETING PLANNER DIGITAL MAGAZINE

The *Our Jamaica Meeting Planner* is also available as a mobile-ready digital edition that's ideally suited for readers on the go. This portable, highly visual format is responsive and interactive, allowing users to click right through from your ad to your website. A number of helpful features grant users quick and seamless access to interesting content and information about advertisers. The digital magazine is posted on the *Our Jamaica* magazine, **Jamaica Hotel & Tourist Association (JHTA)** and **Jamaica Tourist Board (JTB)** websites.

DISTRIBUTION

PRINT

JTB & JHTA 2019 TRADE SHOW SCHEDULE

RCMA/EMERGE

JAN. 29-31
GREENSBORO, NC

GBTA CANADA CONFERENCE

APRIL 15-17
TORONTO, ONTARIO

JAMAICA ROAD SHOWS

MAY 20-24
TORONTO, NEW JERSEY & WASHINGTON

IBTM AMERICAS 2019 (REED EXPO)

MAY 29-30
MEXICO CITY, MEXICO

SITE SUMMER SOCIAL

JUNE 5
TORONTO, ONTARIO

MPIWEC

JUNE 15-18
TORONTO, ONTARIO

LATIN AMERICA MEETING & INCENTIVE TRAVEL EXCHANGE (QUESTEX)

JUNE 24-27
GUANACASTE, COSTA RICA

JAMAICA "IMMERSION FLY-IN"

JULY 18-22 & JULY 25-29
JAMAICA

M&I AMERICAS CHICAGO

AUG. 25-28
CHICAGO, IL

CARIBBEAN MEETING & INCENTIVE EXCHANGE (CMITE)

AUG. 6-9
WILLEMSTAD, CURAÇAO

INCENTIVE WORKS

AUG. 14-15
TORONTO, ONTARIO

ASAE ANNUAL MEETING & EXPO

AUG. 10-13
COLUMBUS, OH

CONNECT CORPORATE

AUG. 26-28
LOUISVILLE, KY

IMEX AMERICA

SEPT. 10-12
LAS VEGAS, NV

JAMAICA MICE DESTINATION UPDATE EVENT

SEPT. 26
TORONTO, ONTARIO & MONTREAL, QUEBEC

NORTHSTAR CARIBBEAN DESTINATION

OCT. 20-23
PUNTA CANA, DOMINICAN REPUBLIC

EGROUP XCHANGE CONFERENCE AT SEA

NOV. 17-24
CARIBBEAN

JAPEX MICE

SEPT. TBD
MONTEGO BAY, JAMAICA

ANNUAL MICE FAM

NOV. 14-19
MONTEGO BAY & OCHO RIOS, JAMAICA

DIGITAL

WEB, VIDEO & EBLAST

JHTA sends out the digital meeting planner to **166,597** qualified meeting and event coordinators throughout the United States. Advertisers can add a digital video link to their ad to showcase their properties or businesses, with the option for readers to link back to their websites. This helps visitors who are eager to learn about the island to plan their trips prior to arriving in Jamaica.



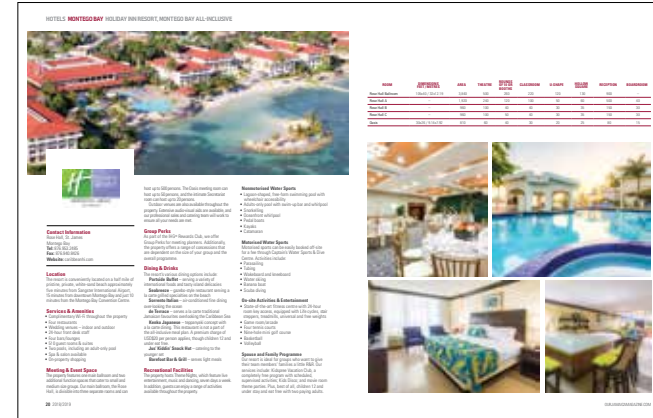
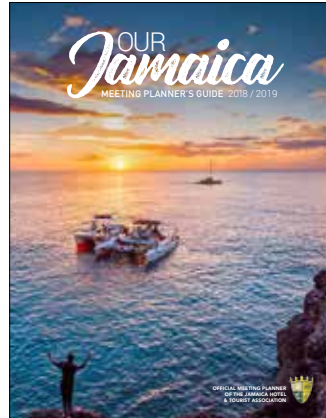
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ADVERTISING RATES

MEETING PLANNER (2019-2020)

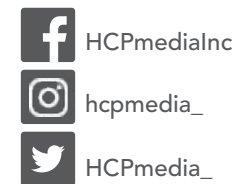
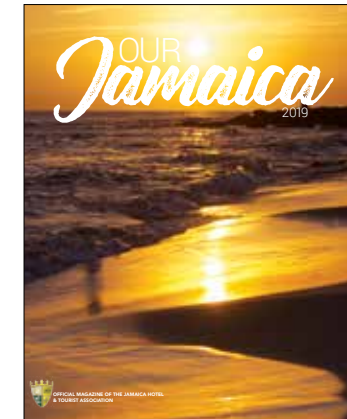
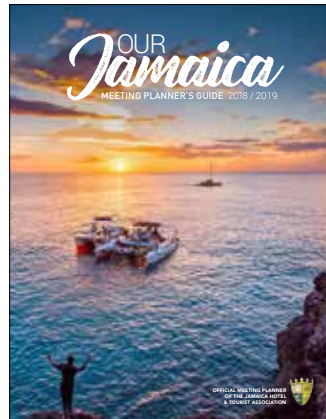
FULL PAGE	\$6,180
HALF PAGE	\$4,120
2-PAGE ADVERTORIAL	\$7,725
4-PAGE ADVERTORIAL	\$15,450
BACK COVER	\$8,240
OPENING SPREAD	\$14,420
INSIDE BACK COVER	\$6,695



When you partner with us for both the Our Jamaica Meeting Planner's Guide and Our Jamaica magazine, your message has even greater reach, engaging twice as many of the most sought after visitors and key decision makers. Thanks to INNOVATIVE DIGITAL and MARKETING STRATEGIES, your message gets targeted promotional campaigns via our multiple social media channels and in various editions of the Miami Herald.

MEETING PLANNER & OUR JAMAICA (IN-ROOM HOTEL BOOK)

FULL PAGE	\$15,430
HALF PAGE	\$10,370
2-PAGE ADVERTORIAL	
OR ADVERTORIAL SPREAD	\$24,850
BACK COVER	\$20,600
OPENING SPREAD	\$20,550
INSIDE BACK COVER	\$18,800



AD MATERIAL REQUIREMENTS

MEETING PLANNER

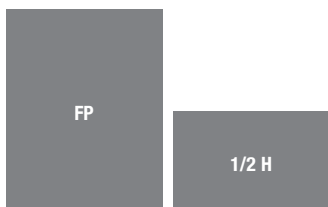
Mechanical Specifications

AD SIZE	WIDTH	HEIGHT
FULL-PAGE BLEED	8 5/8"	11 1/8"
FULL-PAGE TRIM**	8 3/8"	10 7/8"
HALF-PAGE HORIZONTAL	7 1/4"	4 3/4"

OUR JAMAICA

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FULL-PAGE TRIM**	8 3/8"	10 7/8"
HALF-PAGE HORIZONTAL	7 1/4"	4 3/4"



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

PRINT ADVERTISING SPECIFICATIONS

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 Media 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.

DEADLINES

AD SPACE CLOSING: JANUARY 15, 2019
MATERIALS DUE: JANUARY 31, 2019
PUBLICATION DATE: MARCH 2019

INQUIRIES AND SPACE RESERVATIONS

EWALD FUCHS
REGIONAL SALES MANAGER
E. efuchs@hcpmedia.com
T. 305-376-4954

AD MATERIALS SHOULD BE SENT TO

DAYAN S. AGUDELO
ADVERTISING SERVICES COORDINATOR
E. dagudelo@hcpmedia.com
T. 305.376.5041
F. 305.995.8108

PAYMENTS

MAKE CHECKS PAYABLE TO:
HCP MEDIA
3511 NW 91 AVE., MIAMI, FL 33172