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Ins & Outs

OF TRINIDAD & TOBAGO

Media Kit



Caribbean
Tourism
Publications
Ltd.

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Sales

July to September, 2018

Artwork Submission Deadline:

September 30th, 2018

Distribution: January through

December, 2019

Circulation: 35,000



The **Ins & Outs of Trinidad & Tobago** highlights our vibrant twin-island destination. Eco-tourism, carnival, festivals, restaurants and accommodation, local cuisine, shopping, beaches, dive sites and lots more... Discover the warmth and charm of the people and the diversity of Trinidad and Tobago's culture, geographic landscape and history.

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Production: Patrice Letren, Jessica Medina-Sammy

Production Guide

- Format (CMYK): Only in .ai, .eps or high res PDF
- Outlined fonts and embedded images
- High resolution images - 300 dpi
- Artwork to be forwarded to productioninsandoutstt@gmail.com

Distribution

- Hotels, Guesthouses and Villas
- Restaurants, selected merchants, Art Galleries
- The Ministry of Tourism, the Tobago House of Assembly (THA), the Trinidad Hotels, Restaurants & Tourism Association (THRTA) the Tobago Hotel and Tourism Association (THTA), and the Tobago Tourism Agency
- T&T Incoming Tour Operators (TTITOA), Public Transport Service Corporation (PTSC - Know Your Country Tours)
- Piarco International Airport: Caribbean Airlines' Executive Lounge, VIP Flyers' Club, AATT Diplomatic Lounge and Tourist Information Booth
- International Organisations, Diplomatic Missions and Consulates in T&T, T&T's Diplomatic Missions abroad, Government Agencies & Business Offices, Regional Travel Agencies
- Trinidad & Tobago's Festivals and Events
- Carnival Band Houses, the Carnival Institute of Trinidad & Tobago, the National Carnival Commission (NCC) and Pan Trinbago.

Rates and Sizes

Full Page (Bleed)	8.625" x 11.125"	\$3,300 us
Full Page (Trim)	8.375" x 10.875"	
Inside Front Cover or Inside Back Cover		\$4,000 us
Back Cover (Outside)		\$4,200 us
Half Page (Horizontal)	6.875" x 4.375"	\$1,980 us
Third Page (Vertical)	2.208" x 8.875"	\$1,350 us
Third Page (Horizontal)	6.875" x 2.875"	
Quarter Page (Vertical)	3.25" x 4.375"	\$1,200 us
Accommodation & Restaurant Listing		\$575 us
Double Spread (Bleed)	17.25" x 11.125"	\$5,950 us
Double Spread (Trim)	16.75" x 10.875"	

Specials

SHOPPING - TRINIDAD

Full page	\$2,700.00 US
1/2 page	\$1,700.00 US
1/4 page	\$1,000.00 US
1/6 page	\$530.00 US

SHOPPING - TOBAGO

Full page	\$2,700.00 US
1/2 page	\$1,700.00 US
1/4 page	\$850.00 US
1/6 page	\$475.00 US

HEALTH, BEAUTY & FITNESS

Full page	\$3,000.00 US
1/2 page	\$1,800.00 US
1/4 page	\$850.00 US
1/6 page	\$530.00 US

SPECIAL EVENTS

Full page	\$3,000.00 US
1/2 page	\$1,800.00 US
1/4 page	\$850.00 US
1/6 page	\$530.00 US

TT\$ equivalent accepted
All prices are subject to 12.5% VAT.

Agency commission is not included.

Terms of Payment:
50% downpayment and 50% final payment in January 2019



Listings *Trinidad*

RESTAURANTS*

3 Listings per Page

Photo Sizes

Top Food photo:
3" wide x 3" high
300 dpi

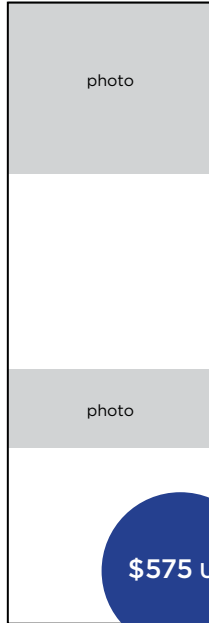
Bottom Venue photo:
3" wide x 2" high

Number of Words

Sample Menu & Text
150 words +
Address, Contact info,
Dining periods

Price Point System

\$ - under TT\$150
\$\$ - under TT\$250
\$\$\$ - under TT\$350
\$\$\$\$ - over TT\$350



ACCOMMODATION*

3 Listings per Page

Photo Size

4" wide x 3.25" high
300 dpi

Number of Words

80 words +
Address, Contact info



* Restaurants
* Accommodation
**Free Listing
with Full page,
1/2 page and
1/3 ad placements**



All Listings are built in-house.

ENTERTAINMENT*

3 Listings per Page

Photo Size

4" wide x 3.25" high
300 dpi

Number of Words

80 words +
Address, Contact info



ARTIST BLOCK

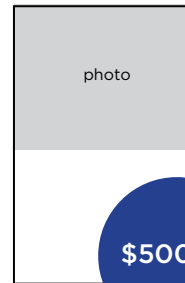
4 Listings per Page

Photo Size

4" wide x 3.25" high
300 dpi

Number of Words

80 words +
Address, Contact info



TOURING

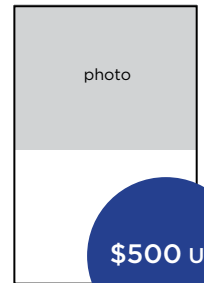
4 Listings per Page

Photo Size

4" wide x 3.25" high
300 dpi

Number of Words

80 words +
Address, Contact info



Listings *Tobago*

RESTAURANTS*

3 Listings per Page

Photo Sizes

Top Food photo:
3" wide x 3" high
300 dpi

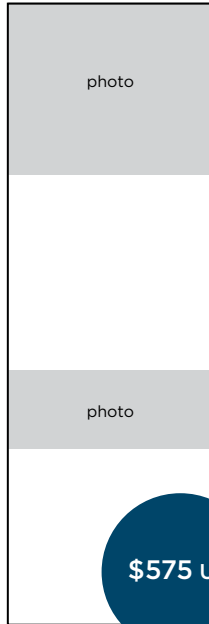
Bottom Venue photo:
3" wide x 2" high

Number of Words

Sample Menu & Text
150 words +
Address, Contact info,
Dining periods

Price Point System

\$ - under TT\$150
\$\$ - under TT\$250
\$\$\$ - under TT\$350
\$\$\$\$ - over TT\$350



ACCOMMODATION*

3 Listings per Page

Photo Size

4" wide x 3.25" high
300 dpi

Number of Words

80 words +
Address, Contact info



* Restaurants
* Accommodation
**Free Listing
with Full page,
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WATERSPORTS BUSINESS CARDS

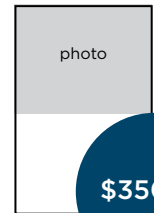
6 Cards per Page

Photo Size

2.5" wide x 2" high
300 dpi

Number of Words

25 words +
Address, Contact info



All Listings are built in-house.

ENTERTAINMENT*

3 Listings per Page

Photo Size

4" wide x 3.25" high
300 dpi

Number of Words

80 words +
Address, Contact info



PROPERTY

4 Listings per Page

Photo Size

2.5" wide x 2" high
300 dpi

Number of Words

80 words +
Address, Contact info



TOURING

4 Listings per Page

Photo Size

4" wide x 3.25" high
300 dpi

Number of Words

80 words +
Address, Contact info



Get in on the *Ins & Outs* OF TRINIDAD & TOBAGO



Why you must take part!

35,000 printed copies with a pull-out road map of the main cities and towns. Available at major hotels, villas, guest-houses, restaurants, selected merchants, conferences and events.



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