

The 2011 Official NEWPORT & BRISTOL COUNTY TRAVEL GUIDE

Published exclusively for the NBCCVB



OFFICIAL FULFILLMENT PUBLICATION

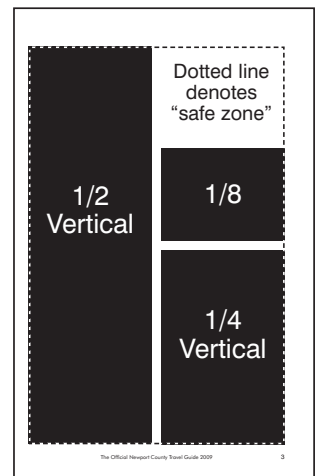
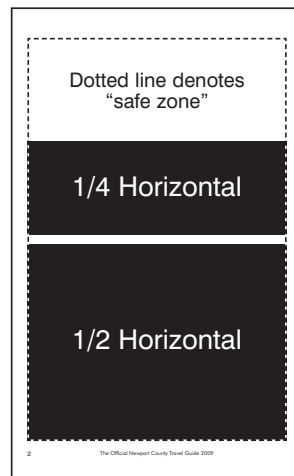
Digest format book (5.25 by 8.25 inches)
with exclusive editorial and advertising for Newport & Bristol County

**Sign Up
Early &
Save**

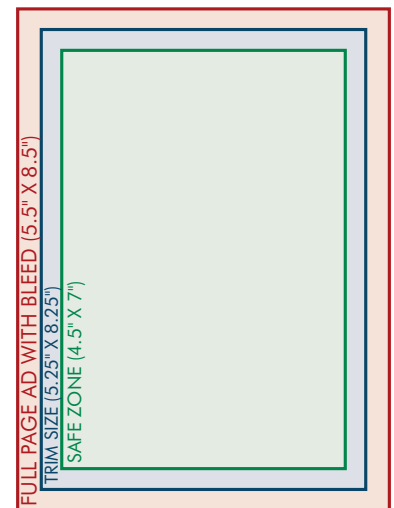
RATES AND SIZES

SPECIAL STANDARD PREMIUM

AD SIZE	WIDTH	X	HEIGHT	RATES
Back Cover*	5.5" w	x	8.5" h	\$4535
Inside Covers*	5.5" w	x	8.5" h	\$3980
Opposite Inside Covers*	5.5" w	x	8.5" h	\$3420
Double Page Spread*	Details upon request			\$5605
Full Page (see note at right)*	5.5" w	x	8.5" h	\$3160
1/2 Horizontal	4.5" w	x	3.32" h	\$2050
1/2 Vertical	2.167" w	x	6.75" h	\$2050
1/4 Horizontal	4.5" w	x	1.625" h	\$1375
1/4 Vertical	2.167" w	x	3.32" h	\$1375
1/8 page	2.167" w	x	1.625" h	\$ 765
Group Pages for Lower Thames, Bellevue, Spring and B&B's				
Triple Vertical	2.125" w	x	4.0" h	\$1238
Double Horizontal	4.425" w	x	1.222" h	\$ 890
Double Vertical	2.125" w	x	2.575" h	\$ 890
Single Box	2.125" w	x	1.222" h	\$ 544



All rates are
4-color.



* These sizes
include full
bleed.

MECHANICAL REQUIREMENTS

FILE SPECIFICATIONS

Ads should be created in Quark Express, InDesign, Illustrator or Photoshop. (We cannot accept ads created in Microsoft Word or Publisher.) Ads must be provided as high resolution PDFs. All images must be 300 dpi. Fonts must be embedded or saved as outlines. Color must be CMYK.

DPI (DOTS PER INCH) SPECIFICATIONS

All photos should be at 300 dpi; all line art should be 600 to 1200 dpi.

DESIGN SERVICES

To utilize our design services, photos, copy, and any other materials needed to produce your ad must be submitted one week before the materials deadline to allow for design time and approvals. Up to three proofs will be provided.

FILE DELIVERY

Options include sending ads on a CD or DVD disk (to the address below), by e-mail, or uploading to our FTP site.

E-mail: nlmagazine@newportri.com (subject line: client name/NCCVB)

* **FULL BLEED (5.5" X 8.5"):** If you have elements that continue to the edge of the page, they must extend past the trim size to the full bleed margin. If they do not, you may end up with white strips along the edge of the page due to cutting tolerance.

TRIM SIZE (5.25" X 8.25"): This is the size that the page will be cut to.

SAFE ZONE (4.5" X 7"): Text must be within the safe zone. If it is too close to the trim, it may be partially cut off, or get lost in the gutter.

Edward A. Sherman Publishing Company • 101 Malbone Road • Newport, RI 02840 • 800-320-2378 • Fax 401-849-3335

Contact Susanne M. Day by phone or email: 401-849-3300, ext. 280 / Day@NewportRI.com

Publishers of the Newport Daily News, Newport Life Magazine and Mercury

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OVERVIEW

Advertise your business in the Official Newport & Bristol County Travel Guide and reach hundreds of thousands of visitors **before** they travel to **Newport & Bristol County**.

The tourism and hospitality industries account for **\$700+ million** in revenues for Newport & Bristol County, is the county's **largest industry** and touches every area of our community.

The newly-designed **full color digest size travel guide** will provide valuable information to prospective visitors to Newport & Bristol County. The guide will be printed on high quality magazine grade paper showcasing Newport & Bristol County as a **spectacular travel experience**.

All print ads are high-quality four-color and include:

- One free 25-word editorial listing in the category of choice.
Additional listings may be added for \$100.
- Print ad online with hyperlinks to the advertiser's website.
- Free ad design, image scans and Photoshop alterations.
The advertiser shall incur no additional fees for ad design or production.



DISTRIBUTION

150,000 copies of the **Official Newport & Bristol County Travel Guide** will be printed and distributed primarily as an outbound fulfillment piece. The guide will be mailed as the official fulfillment publication for the tens of thousands of inquiries received (via phone, mail, e-mail and online) generated from a nationwide marketing and promotional campaign conducted by the **Newport & Bristol County CVB**.

The guide will also be distributed at the following locations:

AAA Travel Centers
The Big "E" (New England's largest expo)
Blackstone Valley Tourism Information Center
Block Island Tourism Office
Bristol Visitors Center
East Bay Chamber of Commerce

MWR Department at Newport Navy Base
Newport Visitor Information Center
RI hotels' concierge desks
Rhode Island Convention Center
Rhode Island Welcome Center on I-95
South County Information Center

T.F. Green Airport
Warwick Tourism Office

...and at national and international trade shows and conferences and for pre-convention mailings.

DEADLINES

SPACE RESERVATION / LISTING DEADLINE: November 17, 2010

AD MATERIALS DEADLINE: November 19, 2010

FINAL PAYMENTS DUE December 17, 2010

PUBLICATION DATE: March 2011

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