

ADVERTISING CONTRACT
Vol. 39 (Effective with the Dec/Jan 2009/2010 issue)
BRITISH • VIRGIN • ISLANDS
THE WELCOME
TOURIST GUIDE

Island Publishing Services Ltd.
P.O. Box 133, Road Town, Tortola, British Virgin Islands
Telephone: (284) 494-2413; Fax: (284) 494-6589; E-mail: info@bviwelcome.com

I/We _____
Address _____
Telephone _____ E-mail: _____

wish to contract for advertising space in **The Welcome Tourist Guide** in accordance with the details set out below:

1. Description of advertisement. Please indicate size of ad:

full page 1/2 page 1/4 page 1/8 page 1/16 page

Please indicate color of ad: black & white or spot color full color

2. Advertising rates per issue (*issue period is for two months*).

Inside Pages	B&W/Spot Color	Full Color	Back Cover	Inside Cover
Full page		\$1930	\$2800	\$2400
1/2 page	\$ 885	\$ 995	\$1460	\$1295
1/4 page	\$ 490	\$ 575	\$ 780	
1/8 page	\$ 285	\$ 360		
1/16 page	\$ 195	\$ 240		

3. Discounts: Advertising in all six annual issues earns the following discount.

I would like to pay bi-monthly (10% discount) I would like to pay a year in advance (15% discount)

For additional discounts and payment schedule see #1 on reverse side of contract.

4. a. There is an additional charge for special and premium positions. (See #4 on reverse side for rates)

b. Typesetting and production costs. Cost of new ads and changes in existing ads will be borne by the advertiser.

(see #5 on reverse side of contract)

5. Issues utilized. Contract is to start with Vol. _____ Issue No. _____ Please indicate no. of issues to appear in:

Issue No.	Issue Period	Reservation Deadline	Deadline for Materials
<input type="checkbox"/> 1	Dec/Jan	September 1st	September 14th
<input type="checkbox"/> 2	Feb/Mar	November 1st	November 14th
<input type="checkbox"/> 3	April/May	January 1st	January 14th
<input type="checkbox"/> 4	June/July	March 1st	March 14th
<input type="checkbox"/> 5	Aug/Sept	May 1st	May 14th
<input type="checkbox"/> 6	Oct/Nov	July 1st	July 14th

Date _____ Advertiser's Signature: _____
(for terms of contract see over)
PLEASE RETURN ORIGINAL COPY TO PUBLISHER print name _____

CONDITIONS OF CONTRACT

1. All advertisements must be paid for in advance either on a yearly or per issue basis, but in any event not later than the relevant deadline as shown in the note below. Advertisers who pay within 15 days of the invoice date are entitled to a 2% discount. Advertisers who appear in all 6 annual issues and who pay in advance on an annual basis are entitled to a 5% discount. Payments are accepted by credit card, money order or check in US\$. Make check payable to: Island Publishing Services Ltd.

<u>Issue No.</u>	<u>Issue Period</u>	<u>Payment Due</u>
1	December/January	September 1st
2	February/March	November 1st
3	April/May	January 1st
4	June/July	March 1st
5	August/September	May 1st
6	October/November	July 1st

2. The publisher is entitled not to publish any advertisement for which punctual payment has not been received (see above).
3. The publisher must be notified in writing of the cancellation of a contract by no later than the relevant deadline (see above), and the advertiser will be charged for any discounts received for advertising annually.
4. 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.
5. Artwork and typesetting is not included in the rates quoted. All design artwork and typesetting will be charged at \$75.00 per hour (minimum \$30.00) for the production costs for new ads and changes to existing ads. **Advertisers supplying their own artwork:** please note that the *Welcome* is produced in QuarkXpress, Macintosh format. Please contact us for further instructions regarding digital output. Conversion and corrections of incorrectly prepared electronic files (including ads which are sized incorrectly) supplied by the client, will be charged at our normal hourly rate.
6. All advertising and other artwork produced by Island Publishing Services for all of its publications are copyrighted to I.P.S. Digital copies of files are available on request for other publications for a fee of \$30.00. Alterations to the file will be charged at our hourly rate (\$75 per hour). Payment for the above is required in advance.
7. Island Publishing may refuse to publish any advertisement at its sole discretion. Ads may be refused if they are deemed to be misleading or if the advertiser is based in any country other than the British Virgin Islands and does not have a bonafide agent or representative in the British Virgin Islands, or does not have appropriate government approvals.
8. The advertiser will indemnify the publisher and, at the request of the publisher, any third party against all claims, costs, damages and liability in any way connected with the content of any advertisement published for the advertiser.
9. Island Publishing Services accepts no responsibility for errors in material provided by the advertiser camera ready.
10. No right of the publisher will be considered to have been waived, except by express agreement to that effect in writing.