



Experience

# RIVIERA MAYA

2012



Grab your share of tourism revenue by advertising products and services in the Experience Riviera Maya program. This bilingual in-room and online guide comes from HCP/Aboard, publisher of countless award-winning books for destinations, hotels and airlines, from Los Cabos to Bermuda, Hyatt to Marriott, TACA to American Eagle.

Experience Riviera Maya is the smartest place to invest your advertising resources because this elegant coffee-table book, together with its associated website, put your message in front of Riviera Maya's most acquisitive visitors, in English and Spanish, all year, in more than 20,000 guest rooms, at worldwide travel trade shows and online.

Each year half a million visitors will see Experience Riviera Maya while planning activities and purchases. Both printed and online versions cover Riviera Maya's delightful dining, bohemian nightlife, exciting attractions, unique shopping, business opportunities, and range of accommodations from affordable to luxurious.

### ADDED VALUE BENEFITS —BEYOND THE GUEST ROOM

Benefits far exceed those of typical guides because HCP/Aboard Publishing —a fast-growing division of the Miami Herald Media Company, the largest newspaper of The McClatchy Company— offers a comprehensive cross-promotional program that deploys U.S. newspapers and the World Wide Web in addition to books.

### NEWSPAPER BENEFITS

With direction from our partner, the Riviera Maya Hotel Association, we invest the equivalent of half the revenue earned by the in-room book to advertise Riviera Maya in Sunday travel sections of The Miami Herald and El Nuevo Herald, as well as

other strategically selected McClatchy newspapers around the United States in cities with air lift into Riviera Maya. For 2012, over \$50,000 of free newspaper advertising will be placed promoting Riviera Maya.

### ONLINE BENEFITS

We promote the website ExperienceRivieraMaya.com via campaigns worth a staggering \$1.5 million annually, targeting 35 million travelers through sophisticated Internet search-engine marketing, as well as our newspapers, in-flight magazines, destination guides, news sites and other affiliates.

Numerous outlets mean your message is reinforced heavily, so your advertising investment works twice as hard as a typical tourist book. The entire destination wins!

### ONLINE UPGRADES

The Experience Riviera Maya program drives more buyers to your business because each advertiser receives a free online profile on the destination's new website, ExperienceRivieraMaya.com. We invest heavily in search engines and high-traffic newspaper sites, so you reach more affluent prospects and convert more of them into customers.

### E-ZINE

We're offering more added value for advertisers with the digital version of Experience Riviera Maya! The electronic version of the publication, or "e-zine," will allow the high-quality look of the printed book to be preserved online. The e-zine is user-friendly, portable (easily sent by e-mail to others), scalable and will allow advertisers to reach a much larger global audience. Interactive features of the e-zine include zoom for large text display, clickable web links to advertiser sites, quick search, index and quick links to ads and content, thumbnails and printable PDF of each page.



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For more advertising opportunities on ExperienceRivieraMaya.com, ask your sales representative for the online rate card, or download [www.ExperienceDestinations.com/mediakit.pdf](http://www.ExperienceDestinations.com/mediakit.pdf).

**DISTRIBUTION**

HCP/Aboard will deliver sufficient free copies of both hard cover and soft cover books to hotel association members for in-room distribution.

**TRADE SHOWS**

Thousands of additional soft cover copies are distributed to travel professionals through the major international trade shows, including WTM in London, ITB in Berlin, Fitur in Madrid, and Tianguis in Acapulco.

**GENERAL RATES\***

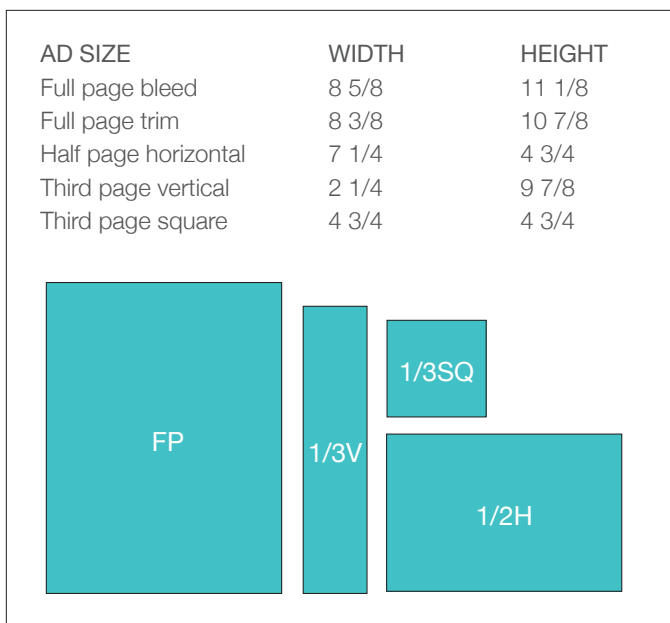
AD SIZE	FOUR-COLOR
Full page	\$ 10,750
Half page	6,450
Third page	4,350
Back cover	14,625
Inside front cover	13,895
Inside back cover	13,200
Spread	19,350

**MEMBER RATES\*\***

AD SIZE	FOUR-COLOR
Full page	\$ 9,675
Half page	5,805
Third page	3,950
Spread	17,415

\* Rates are in U.S. dollars.

\*\* Rates are in U.S. dollars and are for members of the Riviera Maya Hotel Association.



**AD MATERIAL REQUIREMENTS**

- Electronic files are to be sent in Macintosh format only. Accepted programs include QuarkXpress 6.5, 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) in CMYK. If files are not provided as CMYK we will be forced to convert the color and we cannot guarantee an exact match of color on press. High-res PDF files are preferred.
- A color proof must accompany the ad for all formats, otherwise HCP/Aboard Publishing will not accept liability for files that do not print correctly.\*
- Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
- Double-page spreads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed. Live matter in facing-page subjects cannot be closer than 1/8" to the gutter.
- Back Cover ad placement- Add an extra 1" bleed to all four sides.

\* 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 standards. Proofs that do not meet these criteria cannot be used for color matching.

**CLOSING DATES**

Space reservation:	July 15, 2011
Materials due:	July 29, 2011
Publication date:	November 2011

**INQUIRIES AND SPACE RESERVATIONS**

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**PAYMENTS (USD)**

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