

Advertising Rates / Discounts 2010

FREQUENCY DISCOUNT

	1x	6x	13x	26x	51x
Price per column inch including discount	\$114	\$111	\$106	\$102	\$96
Price per page including discount	\$8,892	\$8,658	\$8,268	\$7,956	\$7,488

These prices are based on ROP Rate (Black & White ads)

(ROP or Run of Paper = publisher picks position at its discretion).

See actual size of ads on pages 10 & 11.

For color rates see page 5.

Advertising must be inserted within one year of first insertion to earn frequency discount rates.

Insertions must run in 51 consecutive issues to earn the 51-frequency rate. Frequency discounts will be allowed in advance on those contracts which specify units of space.

If the number of insertions is not specified on the contract or insertion order, each insertion will be billed at the one-time rate until a frequency discount is earned. Advertising contracted at a frequency discount rate and not earned within one year from the first insertion will be billed retroactively at the actual rate. Mixed sizes of ads in a campaign are welcome.

CARIBBEAN BUSINESS

Our readers are leaders.

Advertising Display Rates 2010

Strip ad 3" x 6 cols.: \$117 per col. inch.

Special position or requested positions: \$117 per col. inch.

Special positions include right-hand pages 3 thru 15 and back page.

Requested positions include any other specific page, or center spread.

Note: SPECIAL OR REQUESTED POSITIONS ARE GUARANTEED ONLY IF PAID AND AFTER CONSULTATION WITH PUBLISHER FOR AVAILABILITY. If such positions are not available, they will be run and billed ROP.

Color Rates:

One color & black: **\$961**

Two colors & black: **\$1,108**

Full color: **\$1,808**

Payment Terms:

Placement of an order for an advertisement constitutes a specific representation by the person authorizing the advertisement that such advertisement will be paid in full by the advertiser or its advertising agency as its agent. Invoices are dated as of the issue date and are payable 30 days from invoice date. If charges due to the publisher from the agency for ads placed pursuant to this media kit are not paid promptly, the publisher has the option to collect said charges from the advertiser, and the agency shall execute all necessary assignments. If an insertion order is placed by an agent, it is understood that **CARIBBEAN BUSINESS** is relying upon the credit of the advertiser as well as the agent. Payment is due and payable 30 days from invoice date. A 2% discount may be taken for payment received within 10 days of invoice date. See Agency Commissions Section.

Advertising Responsibility:

- **Allowance:** No allowance will be made for errors that do not materially affect the effectiveness of the ad. Our liability for an error shall not exceed the cost of the space occupied by the error.
- **Claims:** Any claim for corrections in advertisements to be run again must be made in writing within 24 hours of first publication.
- **Makegood** will be approved for a run in the next issue.
- Price for different sized ads upon request.
- Facing ads of ROP position less than 52" each are subject to a surcharge of 20% for special positioning applied to one of the ads.