



AD VANTAGE LTD.

P R E S E N T S

2011 - 2012

# Providenciales DINING GUIDE

*From the publishers of the award winning  
"Where When How - Turks & Caicos Islands" magazine*

The SEVENTH ANNUAL "PROVIDENCIALES DINING GUIDE" will be published for our 2011/2012 winter season. It will be available On-Line at: [www.WhereWhenHow.tc](http://www.WhereWhenHow.tc)

Sample Menus and Recipes from our Restaurants will be featured. Distribution will begin prior to Thanksgiving in mid-November 2011.

30,000+ copies will be distributed as a supplement to the "Where When How - Turks & Caicos Islands" magazine. The Dining Guide will be distributed to hotels, resorts, villas, the airport arrival lounge, auto rental agencies, IGA Graceway, Graceway Gourmet and selected retail locations.

Our very successful Fourth Annual 116 page Dining Guide is available to view at: [www.WhereWhenHow.tc](http://www.WhereWhenHow.tc). Last year we featured 44 of the restaurants on Providenciales and many local recipes.

Please reserve space at your earliest by faxing the attached Insertion Order to 941-3497. Space for Recipes is limited and will be reserved in the order in which your reservations are received.

**2011 Deadline for Space Reservation is August 10th**  
**Menu Copy and Photos are Due at Ad Vantage Ltd. by August 31st**  
**Final Revisions to be completed by September 30th**

## RESTAURANT RATES

### SAMPLE MENU PAGES

Full Page Menu	\$1200.00
Double Page Menu	\$2000.00
Featured Chef Page	\$500.00

### RECIPE PAGE RATES

For Full Page Advertisers	\$450.00
For Double Page Advertisers	\$400.00

*A Restaurant must purchase a Menu page in order to have a Recipe page.*

**Some limited Full and Half Page AD Spaces are also available.**

Please let us know of your interest at your earliest convenience!

Ad Vantage Ltd.  
 J105 The Regent Village  
 Providenciales  
 Turks & Caicos Islands  
 Tel 649-946-4815  
 Fax 649-941-3497  
 Email [info@wwhtci.com](mailto:info@wwhtci.com)  
[www.WhereWhenHow.com](http://www.WhereWhenHow.com) / [www.WhereWhenHow.tc](http://www.WhereWhenHow.tc)

RESTAURANT

# AD VANTAGE LTD.

FILL OUT AND FAX TO: Fax 649-941-3497 ~ OR ~ FILL OUT / SCAN AND EMAIL TO: Email info@wwhtci.com

## INSERTION ORDER 2011-2012 "PROVIDENCIALES DINING GUIDE"

Company Representative ..... PO # .....  
 Restaurant ..... Date .....  
 Address ..... Phone .....  
 ..... Fax .....  
 Invoice to: ..... E-mail .....

MENU / RECIPE /CHEF PAGES	Position	Cost	Check Here	Total Due
Single Full Page MENU	Alphabetical	\$1200.00	_____	_____
RECIPE Page for Single page Advertiser	Run-of-Magazine	\$450.00	_____	
Double Page MENU	Alphabetical	\$2000.00	_____	
RECIPE Page for Double page Advertiser	Run-of-Magazine	\$400.00	_____	<b>Deposit Paid</b>
CHEF FEATURE PAGE	Chef Section	\$500.00	_____	_____



SAMPLE DOUBLE SPREAD MENU



SAMPLE SINGLE PAGE MENU



SAMPLE RECIPE PAGE



SAMPLE CHEF PAGE

Company Representative/Restaurant agrees to reserve and purchase space at the current advertising rate in the 2011-2012 "Providenciales Dining Guide".

Advertiser's Signature.....X

**2011/12 Deadline for Space Reservation Aug 10th - Materials Due at Ad Vantage Ltd. August 31st**  
**Menu Copy, Recipe Copy and Photos are Due at Ad Vantage by August 31st**  
**Final Revisions to Menu Copy are Due by Sept 30th 2011**

Please indicate your preferred position above - SIGN and Return via Fax or Email to:

**AD VANTAGE LTD. Fax 649-941-3497 E-mail info@wwhtci.com**

A 50% DEPOSIT IS DUE WITH THIS INSERTION ORDER. BALANCE IS DUE ON SEPTEMBER 30TH.

TOTAL DUE ..... DEPOSIT PAID .....

**AD VANTAGE LTD. J105 The Regent Village, Providenciales, Turks & Caicos Islands**  
**Tel 649-946-4815 Fax 649-941-3497 E-mail info@wwhtci.com**

# AD VANTAGE LTD.

J105 Regent Village, Providenciales, Turks & Caicos Islands Tel 649-946-4815 Fax 649-941-3497 Email info@wwhtci.com

## 2011-2012 PROVIDENCIALES DINING GUIDE

### MECHANICAL REQUIREMENTS

**Printing Process:** Web Offset

**Binding Method:** Perfect Bound

**Stock:** 50 lb #3 Free Gloss Enamel

**Cover Stock:** 100 lb #3 Free Gloss Enamel

**Ink:** Four-Colour Process

**Publication Trim Size:** 8 1/8" x 10 7/8"

**Bleed Size:** One page 8 5/8" x 11 3/8"

ADD 1/4" BLEED ALL AROUND

Double Spread 16 3/4" x 11 3/8"

Keep all live matter 1/2" from trim

On gutter bleed spreads allow 1/2" on either side of gutter for live matter

**Electronic Submissions:** Digitised ads will be accepted on CDs or DVDs. Printed proofs are required. Hi resolution PDF files, QuarkXPress or Adobe Photoshop files are preferred, in that order. Quark documents must include fonts, support files (tiff or EPS) and CMYK 300dpi photos.

Word processing programs are not acceptable because text formatting cannot be retained at the imagesetter.

**PDF Document Setup Guidelines:** If you require setup instruction for PDF files please email us for the document at info@wwhtci.com.

**Production Charges:** Ads not in final format will be invoiced for production as necessary.

**Revisions:** Changes to advertisements will be invoiced for computer time as required.

**Space Reservation:** Deadline is August 10th or sooner.

**Materials Due:** Materials must be received by August 31st prior to publication in order to be included.

**FTP Submissions:** Call for instruction.

**FedEx Submissions:** Disks with a printed colour proof to the correct size must be sent via FedEx to Ad Vantage Ltd.

### Ad Vantage Ltd.

J105 The Regent Village

Providenciales

Turks & Caicos Islands

Tel +1-649-946-4815

Vonage +1-585-298-5553

Fax +1-649-941-3497

Email info@wwhtci.com

www.WhereWhenHow.com

www.WhereWhenHow.tc

### TERMS AND CONDITIONS

A. Contents of all advertisements are subject to the approval of Ad Vantage Ltd. ("Publisher"). Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.

B. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold harmless against any expense or loss by reason of any claims arising out of publication.

C. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change became effective.

D. Advertisements not received by material closing date will not be entitled to the privilege of approval or revision by the advertiser or its agency.

E. Positioning of advertisements is at the discretion of Publisher, except when a request for a specific preferred position is acknowledged by Publisher in writing.

F. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.

G. Publisher shall have the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that advertiser or its agency ordered and which advertising was published. Should collection efforts become necessary advertiser and/or its agency agrees to pay all attorney fees incurred in connection with collection of advertising that was published.

H. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher's liability for any error will not exceed the cost of the space occupied by the error.

I. All insertion orders are accepted subject to provisions of current rate card. No conditions other than those set forth in this rate card shall be binding on Publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

### NON-RESTAURANT CORPORATE ADVERTISING RATES

<b>FULL PAGE</b>	8 1/8" x 10 7/8"	<b>\$1700.00</b>
<b>2/3RD PAGE VERTICAL</b>	4 3/4" x 9 7/8"	<b>\$1300.00</b>
<b>HALF PAGE HORIZONTAL</b>	7 1/8" x 4 7/8"	<b>\$1000.00</b>