

Cayman Airways SKIES

MECHANICAL SPECIFICATIONS

| Ad Size | Width | | Height |
|---------------------|-------|---|--------|
| Full Page (Trim) | 8 3/8 | x | 10 7/8 |
| Full Page (Bleed) | 8 5/8 | x | 11 1/8 |
| 1/2 Page Vertical | 3 1/2 | x | 9 7/8 |
| 1/2 Page Horizontal | 7 1/4 | x | 4 3/4 |
| 1/3 Page Vertical | 2 1/4 | x | 9 7/8 |
| 1/3 Page Square | 4 3/4 | x | 4 3/4 |
| 1/6 Page Vertical | 2 1/4 | x | 4 3/4 |
| 1/6 Page Horizontal | 4 3/4 | x | 2 1/4 |

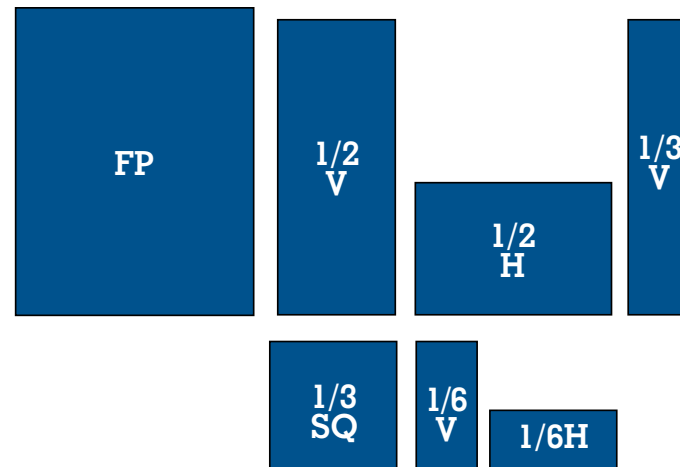
Back Cover ad placement- Add an extra 1" bleed to all four sides.

INSERTS

Special rates apply for preprinted inserts, insert cards, gatefolds and special units. Availability and prices will be provided upon request. Inserts count toward frequency.

CLOSING DATES

| Issue of: | Space close: | Materials due by: |
|---------------|--------------|-------------------|
| Sept/Oct 2011 | Jul 1, 2011 | Jul 8, 2011 |
| Nov/Dec 2011 | Sep 1, 2011 | Sep 8, 2011 |
| Jan/Feb 2012 | Nov 1, 2011 | Nov 8, 2011 |
| Mar/Apr 2012 | Jan 1, 2012 | Jan 8, 2012 |
| May/Jun 2012 | Mar 1, 2012 | Mar 8, 2012 |
| Jul/Aug 2012 | May 1, 2012 | May 8, 2012 |



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%) in CMYK. If files are not provided as CMYK, we will be forced to convert the colour and we cannot guarantee an exact match of colour on press. PDF/X-1a files are preferred.
- A colour proof must accompany 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 gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 1/8" to gutter.

* If a high-quality colour proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a colour control bar) is not provided, then we cannot guarantee colour. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for colour matching.

INQUIRIES & SPACE RESERVATIONS

David Kirkaldy
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AD MATERIALS SHOULD BE SENT TO

Luisa Zelaya-Morillo
HCP/Aboard Publishing
One Herald Plaza
Miami, FL 33132-1693
Tel: 305-376-5254
Fax: 305-995-8108
E-mail: Lzelaya@hcpaboard.com

PAYMENTS

Checks should be made payable to:
HCP/Aboard Publishing
One Herald Plaza
Miami, FL 33132-1693

Payments via wire transfer and credit card are available. For information contact your local sales representative.



CREATED FOR TODAY'S DISCERNING TRAVELLER, the newly redesigned *Cayman Airways Skies* puts your marketing communication in front of onboard passengers, making this the perfect medium in which to advertise.

LET YOUR MESSAGE TAKE FLIGHT AND REACH PASSENGERS IN THE AIR!

Cayman Airways Skies is your perfect ally to reach and have an impact on frequent passengers. Serving travellers throughout the Caribbean and several major cities in the United States, the bi-monthly magazine is the smartest place to invest your advertising dollars. The publication's redesigned format mirrors the interest of savvy consumers with the spending power to buy what they want, when they want.

This stunning publication offers residents and visitors appealing destination stories and lifestyle articles designed to make the most of their trips. Featuring spectacular design and photography, *Cayman Airways Skies* is ideal tool to draw readers to your establishment.

HCP/Aboard Publishing

All over the Americas, we speak one language: **exposure**

As the publishers of *Cayman Airways Skies*, we are a leading custom publishing company serving the travel, tourism and hotel industry. Our 80 award-winning magazines, books and websites — including TACA's *Explore* in-flight magazine, American Eagle's *Latitudes* in-flight magazine and several destination guides across the Caribbean — reach more than 30 million affluent travellers annually.

DEMOGRAPHIC PROFILE

- **Miami:** Roughly 50/50 between Caymanians and North Americans.
- **Tampa:** Mostly North Americans, many with Caymanian roots or connections to the island.
- **New York / Washington, D.C. / Chicago:** Mostly North American leisure travellers and "snowbird" part-time residents.
- **Kingston:** Nearly all are Jamaicans who have work permits for the Cayman Islands. Some are leisure travellers.
- **Montego Bay:** Mostly leisure travellers from Cayman, with a small amount of ethnic Jamaicans.
- **Havana:** Predominantly Cuban-Americans, with a smaller number of Caymanians and expats residing in Cayman.

We are a division of The Miami Herald Media Company, which is owned by The McClatchy Company, the third-largest newspaper company in the United States.

Together with our Caymanian partners, we are excited to produce this publication, which gives passengers their first glimpse of the region and all it has to offer.

Your online advertising advantage: Accelerate the return on your investment!



All *Cayman Airways Skies* advertisers receive a FREE profile in CaymanAirwaysSkies.com with colour pictures, a description and valuable links to their website.

How do we drive so many leads to you?

Our advertisers directly benefit from HCP's annual advertising investment of a staggering \$2 million annually.

Our website advertising campaign includes travel magazines, Yahoo! Travel and TripAdvisor by special affiliate arrangements, paid campaigns with Google and MSN Search, our parent company newspapers, and our own destination and in-flight websites.

Cayman Airways will also be provided with annual advertising credits equivalent to half of the advertising revenue sold into *Cayman Airways Skies* to promote the magazine and its website in the Sunday travel sections of our parent company's newspapers and HCP's online advertising campaigns.

Digital magazine or "e-zine"

We're offering more added value for our advertisers with a digital version of each issue of *Cayman Airways Skies*. This electronic magazine, or "e-zine," will allow the high-quality look and feel of the printed magazines to be preserved online. The e-zine is user-friendly, portable (easily sent by e-mail to others), scalable, environmentally friendly 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.

The e-zine will be available on both the new *Cayman Airways Skies* website, as well as on the general Cayman Airways website.



Extraordinary value for print advertisers

- Invest in an online banner for only \$599 annually. That's only \$49 per month, which will let you reach more prospects before your competition does!
- Inquire about online advertorials that include interviews, image news releases or custom-designed interactive versions of your catalogues (e-zines) linked from our sites.

For additional CaymanAirwaysSkies.com advertising, please ask your sales representative for our Online Rate Card, or visit ExperienceDestinations.com/mediakit.pdf for more information.

YEAR-ROUND DESTINATIONS:

- Miami, Florida
- Tampa, Florida
- New York, New York
- Kingston, Jamaica
- Montego Bay, Jamaica
- Havana, Cuba
- Cayman Brac, Cayman Islands
- Little Cayman, Cayman Islands

SEASONAL (WINTER) DESTINATIONS:

- Chicago, Illinois
- Washington, D.C.

PUBLICATION RATES

2011 / 2012

| FOUR-COLOR | 1X | 3X | 6X |
|------------|---------|---------|---------|
| Full Page | \$2,350 | \$2,115 | \$1,840 |
| 1/2 Page | \$1,410 | \$1,375 | \$1,105 |
| 1/3 Page | \$1,055 | \$950 | \$735 |
| 1/6 Page | \$705 | \$635 | \$460 |

COVERS

| | | | |
|--------------|---------|---------|---------|
| Back Cover | \$3,295 | \$2,960 | \$2,210 |
| Inside Front | \$3,175 | \$2,855 | \$2,215 |
| Inside Back | \$2,935 | \$2,645 | \$2,025 |
| Spread | \$4,230 | \$3,805 | \$3,315 |