

LIMIN' TIMES

RATES AND INFORMATION

ABOUT THE LIMIN' TIMES

WHAT IS THE LIMIN' TIMES?

The *Limin' Times* is the only weekly entertainment and TV guide in the British Virgin Islands and has been serving the community for 19 years. "What's Happening," a comprehensive list of the B.V.I's weekly entertainment, is located in the centerfold for easy reference and is one of the magazine's most popular features. The magazine also contains a TV guide, local commentary, sports, music and up-coming events.

WHO READS THE LIMIN' TIMES?

The popular magazine is picked up by more readers than any other weekly publication. Each week, 4,000 copies are distributed throughout the island at points of entry, supermarkets, restaurants, hotels, charter boat firms, banks and shops. Additional magazines are distributed during peak times such as Christmas and Festival.

WHO PUBLISHES THE LIMIN' TIMES?

The *Limin' Times* is published by Island Publishing Services, who produce the *Welcome Tourist Guide*, *Food & Restaurant Guide* and *Cruise Ship Guide*. The magazine is printed by Caribbean Printing Company, and has been serving the community for 19 years.

WHY ADVERTISE WITH US?

- Only Free Weekly Publication in the BVI
- Distributed Throughout the BVI
- Convenient Size
- Printed in Full Colour on Glossy Paper
- 4000 Copies Printed Per Week (additional magazines during peak times)
- Targets both Tourists and Locals
- *Limin' Times* Website Updated Weekly

ADVERTISING RATES

SPOT COLOUR OR B/W

AD SIZE	FULL RATE	YEARLY RATE (per issue)
Full Page	\$270	\$245
1/2 Page	\$160	\$140
1/3 Page	\$130	\$120
1/4 Page	\$100	\$80
1/6 Page	\$60	\$50

COLOUR RATES

AD SIZE	FULL RATE	YEARLY RATE (per issue)
Full Page	\$350	\$315
1/2 Page	\$200	\$180
1/3 Page	\$165	\$140
1/4 Page	\$116	\$99
1/6 Page	\$84	\$70

PREMIUM POSITIONS

BACK COVER	FULL RATE	YEARLY RATE (per issue)
Full Page	\$424	\$360
2/3 Page	\$235	\$200
1/3 Page	\$188	\$160
INSIDE COVER	\$388	\$330

DEADLINE

Artwork or Ad copy must be received by 5 pm on Friday to appear in the following Thursday's issue.

As certain spaces are not always available, please check for position prior to insertion.

CONTACT INFORMATION

Caribbean Printing Company
Pasea Estate, P.O. Box 133
Road Town, Tortola, B.V.I.
E-mail: keith@bviwelcome.com

Publisher: Paul Backshall
Produced By: Keith Semple

Tel: 494-2413 Fax: 494-6589 www.limin-times.com

ADVERTISING DIMENSIONS

The diagram illustrates the following ad sizes and dimensions:

- FULL PAGE:** 6" x 7.856"
- HALF PAGE HORIZONTAL:** 6" x 3.875"
- QUARTER PAGE VERTICAL:** 2.875" x 3.875"
- QUARTER PAGE HORIZONTAL:** 6" x 1.875"
- THIRD PAGE HORIZONTAL:** 6" x 2.75"
- BACK PAGE SIZE (2/3 PAGE VERT.):** 4" x 7.856"
- BACK PAGE SIZE (1/3 PAGE VERTICAL):** 1.875" x 7.856"
- 1/6 PAGE VERT.:** 1.875" x 3.875"