

2017 GMCVB POCKET GUIDE

Reach your target market with our results-oriented multimedia publishing program



Targets: On-the-go visitors

The GMCVB Pocket Guide is a convenient, softcover, pocketbook-sized version of the Visitors Guide that reaches more than 192,000 travelers to Miami. Read by leisure, business, meeting and convention travelers to Greater Miami and the Beaches, the Pocket Guide offers advertisers an efficient, highly targeted vehicle for reaching visitors while they're in the process of deciding where to spend their time and money.

Quantity Printed: 100,000

Readership: 225,000*

Distribution: Miami International Airport, information counters, 174 visitor centers and hotel lobbies. Also included in welcome kits to meeting attendees and convention delegates.

ADVERTISING RATES

Full page:	\$10,500
Half page:	\$6,300
Quarter page:	\$3,675
Coupon:	\$2,500

PREMIUM POSITIONS

Back cover:	\$12,600
Inside front cover:	\$12,075
Inside back cover:	\$11,550

DEADLINES

Ad space closing:	6/1/17
Materials due:	6/15/17
Publication date:	August 2017

AD MATERIAL REQUIREMENTS

1. Electronic files are to be sent in Macintosh format only. Accepted programs include 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) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
2. A color proof must accompany each ad for all formats, otherwise HCP Media will not accept liability for files that do not print correctly.*

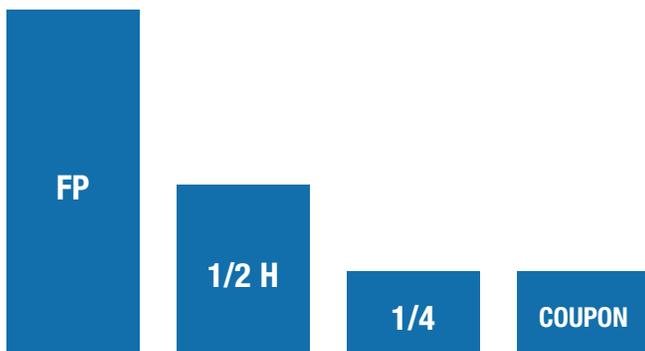
3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
4. Double-page spreads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed.
5. Live matter in the facing-page subject cannot be closer than 1/8" to the gutter.

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

POCKET GUIDE MECHANICAL SPECIFICATIONS

Ad Size	Width	Height
Full-page trim**	4"	9"
Full-page bleed	4 1/4"	9 1/4"
Half-page horizontal	3 1/2"	4 1/8"
Quarter page	3 1/2"	2"
Coupon	4"	2 1/4"

**Hold live matter 3/8" from trim on all sides.



PAYMENTS

Make checks payable to:

HCP Media

3511 NW 91 Ave, Miami, FL 33172

INQUIRIES AND SPACE RESERVATIONS

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AD MATERIALS SHOULD BE SENT TO

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