

# U.S. VIRGIN ISLANDS MARRIOTT

IN-ROOM BOOK



With 481 rooms and approximately 61,000 guests each year, Marriott's U.S. Virgin Islands property is a luxurious resort that caters to upscale visitors with high disposable income. *Destination/Destino Marriott* offers the perfect opportunity for selective advertisers to target this distinguished clientele.



## HOTEL PUBLICATION

*Destination/Destino Marriott* is distributed year-round in the rooms of:

### St. Thomas

Marriott Frenchman's Reef & Morning Star Beach Resort, 481 rooms

## CLOSING DATES

Sales deadline: October 12, 2016

Ad materials: December 30, 2016

Publication: February 2017

## TERMS OF PAYMENT

25 percent upon contract, 75 percent upon publication.

## LOCAL RATES

Full page	\$3,950
Half page	\$2,370
First four pages	\$4,950
Back cover	\$7,000
Inside front cover	\$6,650
Inside back cover	\$6,120

For guaranteed positioning, including RHP, add a 15 percent surcharge.



## AD MATERIAL REQUIREMENTS

1. Electronic files are to be sent in Macintosh format only. Programs accepted include Adobe Photoshop and Adobe Illustrator and Freehand. Include all PostScript and screen fonts. Include all images in EPS, JPEG or TIFF formats in high resolution (at least 300 pixels/inch at 100 percent size).
2. All photos must be scanned at least 300 pixels/inch and saved in CMYK mode in TIFF format.
3. A color proof must accompany the ad for all formats.\*
4. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
5. 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 the gutter.

\* All advertisers must submit a high-end digital contract-level proof such as Kodak Approvals (preferred), Imation Commercial Matchprint or a similar analog proof with their ad materials, regardless of delivery mode. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for color match.

AD SIZE	WIDTH		HEIGHT
Full page (trim)	8 7/8	x	10 7/8
Full page (bleed)	9 1/8	x	11 1/8
Half page vertical	3 1/2	x	9 7/8
Half page horizontal	7 1/4	x	4 3/4

## SPACE RESERVATION

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## AD MATERIALS

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HCP/Aboard Publishing  
3511 NW 91<sup>st</sup> Avenue  
Miami, FL 33172  
Phone: 1-305-376-5041  
Fax: 1-305-995-8108  
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## PAYMENTS

Make checks payable to:  
HCP/Aboard Publishing  
3511 NW 91<sup>st</sup> Avenue  
Miami, FL 33172

## DESTINATION/DESTINO MARRIOTT

### MARRIOTT, MARRIOTT RESORT AND COURTYARD BY MARRIOTT

The Marriott family of hotels and resorts includes 60 properties and more than 12,600 luxury guest rooms and suites throughout the Caribbean and Latin America, attracting a select clientele with high disposable income. *Destination/Destino Marriott* is the official publication of the Marriott hotels and resorts, and is placed in each room and suite. This highly regarded publication offers guests valuable information about shopping, dining, nightlife and sightseeing at each destination, as well as general interest stories and features. Guests are encouraged to read and take the publication with them. It is also used as a promotional item for the hospitality industry in exhibitions and fairs worldwide. Advertising in the book is limited to half- or full-page ads.

## THE AUDIENCE / READER PROFILE

Average household income	\$150,000+
Average age	40 years
Male	74%
Female	26%
College degree or above	70%
Resort guests with children under 18	40%
Hotel guests with children under 18	20%

## CARIBBEAN RESORTS

### ARUBA

#### Aruba Marriott Resort

413 rooms

#### Marriott Aruba Ocean Club

311 rooms

#### Marriott Aruba Surf Club

900 rooms

### CURAÇAO

#### Curaçao Marriott Beach Resort

247 rooms

### GRAND CAYMAN

#### Grand Cayman Marriott Beach Resort

300 rooms

### HAITI

#### Marriott Port Au Prince

174 rooms

### MEXICAN CARIBBEAN

#### Casa Magna Marriott Cancun Resort

452 rooms

### PUERTO RICO

#### Courtyard by Marriott Aguadilla

150 rooms

#### Courtyard by Marriott Isla Verde

260 rooms

#### Courtyard by Marriott Miramar

121 rooms

#### San Juan Marriott Resort

#### & Stellaris Casino

525 rooms

### ST. KITTS

#### St. Kitts Marriott Residences at Frigate Bay

306 rooms

#### St. Kitts Marriott

623 rooms

### U.S. VIRGIN ISLANDS

#### Marriott Frenchman's Reef St. Thomas

481 rooms

#### Marriott Frenchman's Cove

120 rooms