

ARUBA | MARRIOTT

IN-ROOM BOOK



With 1,624 rooms and more than 350,000 guests a year, the Aruba Marriott properties are luxury resorts that cater to visitors with the highest disposable income. *Destination/Destino Marriott* is the perfect way for select advertisers to target this distinguished clientele.

HOTEL PUBLICATION

Destination/Destino Marriott is distributed year-round in the rooms of:
Aruba Marriott Resort, 413 rooms
Marriott Aruba Ocean Club, 311 rooms
Marriott Aruba Surf Club, 900 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	\$5,200
First four pages	\$6,300
Half page	\$3,700
Back cover	\$7,400
Inside front cover	\$6,600
Inside back cover	\$6,200

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

Wendy Kronholm
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AD MATERIALS

Dayan Stephani Agudelo
HCP/Aboard Publishing
3511 NW 91st Avenue
Miami, FL 33172
Phone: 1-305-376-5041
Fax: 1-305-995-8108
E-mail: dagudelo@hcpaboard.com

PAYMENTS

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

DESTINATION/DESTINO MARRIOTT MARRIOTT 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