

KEY TO THE COUNTRY



MINI POCKET GUIDE

RATE CARD



THE **ONLY**
POCKET
SIZED
VISITOR
GUIDE
IN THE
CARIBBEAN

DEAR FUTURE ADVERTISER,

Dingolay Design & Events Ltd. would like to introduce you to the pioneering and exciting **Key To The Country - Pocket Guide Magazine**, the only pocket sized visitor guide in the Caribbean.

This magazine is an innovative and exclusive booklet that encloses each guest's hotel room key on the inside cover, and is designed to be a personal guide for each visitor. With 'key' destination information on the best of what Trinidad and Tobago has to offer - without all the 'fluff'. It's a clear and concise keepsake, with the most pertinent advice for each visitor to have as an easy reference throughout their vacation or business trip.

FEATURES AND CONTENT

The Key To The Country - Mini Pocket Guide will appeal to all guests as it will be displayed as a sectioned and colour coordinated booklet with info that's easy to flip and find. The package will be comprised of the following sections:

COUNTRY: KEY INFORMATION The basics of what they need to know about how we do things here.

SAFETY: KEY TIPS & TRICKS Standard tips on how to be smart and safe during their stay.

KEY TIPS: GETTING AROUND & ABOUT This section educates visitors on the main options of transport available in the country, and how best to use them.

KEY TIPS: THINGS TO SEE & DO This section highlights the most popular, recommended activities and sights to see.

FEATURED ARTICLE: CARNIVAL A quick rundown of why we have the greatest show on earth, how to participate or spectate, and all the fun that goes with it.

CENTER FOLD OUT MAPS: CITIES AND COUNTRY An easy to manage fold out map in the middle of the mag.

DINING OUT: RESTAURANTS & BARS LISTINGS This section will convey the wide range of superb restaurants, clubs and more, that are a must do upon visiting Trinidad & Tobago.

SHOPPING LISTINGS This section will educate visitors on the top and most interesting places to shop in and around Trinidad & Tobago's cities and larger towns.

TOBAGO Everything visitors need to know about transport to our beautiful sister isle, and the most popular things to see and do there.

CALENDER OF EVENTS A concise listing of the holidays and popular events within the 6 month period.

DISTRIBUTION & PRINT RUN

The KTTC Guide will be published every 6 months and 20,000 copies will be printed for FREE distribution to visitors in the following areas:

- HOTELS
- GUEST HOUSES
- TRAVEL AGENCIES
- AIRPORT SHOPS
- TOUR OPERATORS
- CAR RENTAL COMPANIES
- CARNIVAL BAND GOODIE BAGS
- ADVERTISER LOCATIONS
- ONLINE VIA OUR MOBILE FRIENDLY WEBSITE

ALL ADVERTISERS WILL ALSO ENJOY FREE ONLINE ADVERTISING!

+FREE AD DESIGNS/ADJUSTMENTS FOR ANY ADVERTISER BOOKED & PREPAID IN ADVANCE!



- ✓ UNIQUE AND TRENDY
- ✓ PORTABLE AND USEFUL
- ✓ MODERN DESIGN
- ✓ CLEAR AND CONCISE INFO
- ✓ REPEAT AD EXPOSURE
- ✓ KEEPSAKE MAGAZINE
- ✓ WIDE DISTRIBUTION
- ✓ PRINT + ONLINE COMBO IN ONE

ADVERTISING RATES

PRICES ARE QUOTED IN \$ USD

	1 ISSUE	2 ISSUES
OUTSIDE BACK COVER	2,500	4375
INSIDE FRONT COVER SPREAD	3000	5250
KEY PAGE	2500	4375
INSIDE BACK COVER	2000	3500
DOUBLE PAGE SPREAD	2700	4725
FULL PAGE	1500	2625
HALF PAGE	800	1400
DINING OUT LISTING	400	612
SHOPPING LISTING	350	700

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BOOKING & SUBMISSION DEADLINES

Print Booking Deadline: October 30th 2017

Free Ad Design: Booked and paid in full, approval needed by November 1st, 2017

Final Artwork: Submitted by November 1st

Distribution: By or before December 30th, 2017

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ARTWORK REQUIREMENTS

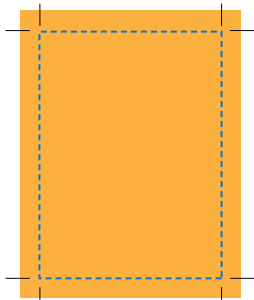
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Colour Mode: CMYK

Resolution: 300dpi

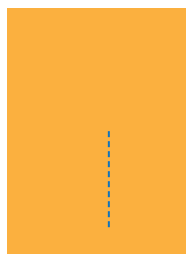
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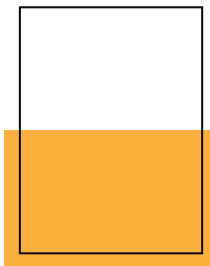
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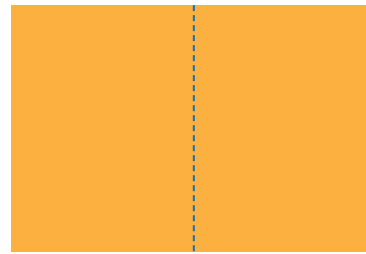
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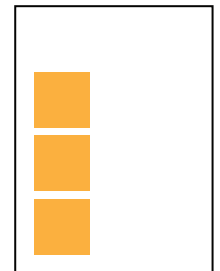
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LISTING PHOTO

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