

La Belle Helene In Room Magazine

I am pleased to send this pertinent information regarding SLHTA's In-Room magazine for you to review and consider.

La Belle Helene magazine is the only authorized In-Room Tourist Information Guide and magazine for all hotels in St. Lucia. It is the official publication of the St. Lucia Hotel & Tourism Association (SLHTA).

Published annually, La Belle Helene is placed in each of St. Lucia's 3,500 hotel rooms and is referred to by all guests. It serves as their Island guide during their stay in St. Lucia. Along with being prominently displayed in every hotel room in St. Lucia, the publication will also be distributed at trade shows, stocked at local and overseas St. Lucia Tourist Board offices, at the airports and duty free shopping malls, and will be diligently replaced throughout the year as needed.

La Belle Helene delivers your message in a high quality, glossy publication produced by a team of the best of St. Lucia's own writers and photographers and complimented by our world class design, graphics and editorial team. The end result for you is the maximum level of targeted impressions per issue on an affluent, and very captive consumer audience.

La Belle Helene effectively targets all visitors to St. Lucia. This permits advertisers to pinpoint and capture the entire land based tourist market. With St. Lucia's status as one of the world's finest travel destinations, their visitors represent a highly sought-after demographic.

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ST. LUCIA 2008

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Technical Specifications

Rates

SLHTA Retail Members	Non Members
Back Cover US \$15,000	Back Cover N/A
Inside Covers US \$9,900	Inside Covers N/A
Full Page US \$6,500	Full Page US \$7,500
Half-Page US \$3,900	Half-Page US \$4,900
Quarter-Page US \$2,500	Quarter-Page US \$3,500

Publishing Date January 2009

Closing Date October 30, 2008

Dimensions

Ad Size	Dimensions	Live Area	Bleed
Full page	9" x 12"	8 3/8" x 11 1/4"	Please leave 1/8" all around for full page and spreads
Spread	18" x 12"		
Half Page Horizontal	8" x 5 1/4"		
Half Page Vertical	3 3/4" x 11"		
Quarter Page	3 3/4" x 5 1/4"		
1/8 th Page	3 3/4" x 2 1/2"		

Note Please allow 1/4" gutter on spreads. Publisher is NOT responsible for lineup of type running through the gutter on spreads. Running type through the gutter is STRONGLY discouraged.

Digital Requirements

Files should be in Quark Express, JPEG or PDF on a CD, minimum 300 dpi. Please include all images and fonts. A digital color proof is absolutely necessary.

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