

# TwinCapes

TRAVELLER

# 2007



## Rates & Specifications

Why should you advertise in the *Traveller* magazine?

### HERE'S WHY...

#### REACH OVER ONE MILLION PASSENGERS—

No other publication offers such a high level of exposure to affluent consumers visiting every destination, from Atlantic City and The Wildwoods of New Jersey to Lewes, Rehoboth, Dewey, Bethany and Fenwick on the Delaware coast and down into Ocean City, Maryland.

**ADVERTISE TO A “CAPTIVE AUDIENCE”**—On the 80-minute cruise across the bay, the *Traveller* quickly becomes a guide for where to eat and drink, what to see and do, where to shop and stay overnight, and what new communities and developments might become future homes for those considering relocation or second homes in the area.

**THE TRAVELLER IS A FREE PUBLICATION**—Distributed to each automobile passenger and available to walk-on passengers on all vessels and inside terminals in Lewes, DE, and Cape May, NJ.

Tourists and locals alike can find the *Traveller* magazine at Chamber of Commerce offices, in Realtor and Visitor bags, and at local restaurants, retailers and attractions. The *Traveller* is distributed in hundreds of locations in the Delaware beaches from Lewes to Bethany/Fenwick as well as throughout Cape May County in New Jersey.

[www.TravMag.com](http://www.TravMag.com)

## '07 Sponsorships

### Platinum Sponsor:

\$25,000

- Color back cover of all issues of *Traveller* magazine for 2007<sup>1</sup>
- Standard posters (11" x 17") on ferries and within both terminals (7 total)
- Four-color panel on 1 million<sup>1</sup> ferry schedules
- Large banner ad on ferry home page
- Distribution of sponsor's brochure in both terminals and on all boats<sup>2</sup>

### Gold Sponsor:

\$20,000

- Color inside front cover of all issues of *Traveller* magazine for 2007<sup>1</sup>
- Standard posters (11" x 17") on ferries and within both terminals (7 total)
- Four-color panel on 1 million<sup>1</sup> ferry schedules
- Large banner ad on ferry home page
- Distribution of sponsor's brochure in both terminals and on all boats<sup>2</sup>

### Silver Sponsor:

\$15,000

- Color inside back cover of all issues of *Traveller* magazine for 2007<sup>1</sup>
- Standard posters (11" x 17") on ferries and within both terminals (7 total)
- Four-color panel on .5 million<sup>1</sup> ferry schedules
- Large banner ad on ferry website
- Distribution of sponsor's brochure in both terminals and on all boats<sup>2</sup>

### Double Truck Sponsor:

\$15,000

- Two full-page color ads in all issues of *Traveller* magazine for 2007<sup>1</sup>
- Standard posters (11" x 17") on ferries and within both terminals (7 total)
- Distribution of sponsor's brochure in both terminals and on all boats<sup>2</sup>

### Bronze Sponsor:

\$10,000

- Color full-page ad in all issues of *Traveller* magazine for 2007<sup>1</sup>
- Standard posters (11" x 17") on ferries and within both terminals (7 total)
- Large banner ad on ferry website
- Distribution of sponsor's brochure in both terminals and on all boats<sup>2</sup>

*Note: Prices do not include production.*



## '07 Rate Card

Ad Size	Spring	Summer	Fall/Winter	Three-Issue Rate
Full-Page	\$2,100	\$3,350	\$2,925	\$7,600
Half-Page	\$1,400	\$2,250	\$1,975	\$5,100
Quarter-Page	\$1,050	\$1,675	\$1,475	\$3,800

### Additional Option

With purchase of ad

Standard posters — \$3,000 per year

- 11" x 17" posters on ferries and within both terminals for one year (7 total)
- Limited availability

	Spring	Summer	Fall/Winter
<i>Deadline Date</i>	February 16	April 20	August 31
<i>Distribution Date</i>	April 23	June 25	October 29 through April 2008
<i>Press Run*</i>	125,000	225,000	150,000

\* Actual printed quantity subject to change.



**TwinCapes**  
TRAVELLER

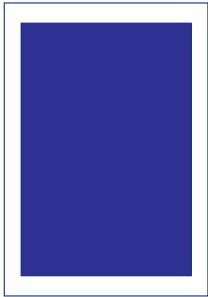
**Bi-Coastal Publications**  
P.O. Box 1033  
Wilmington, DE 19899

**Bobbi Engel**  
Account Executive

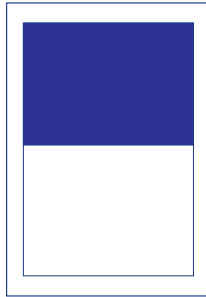
**Mobile** 302.249.6759  
**Fax** 302.227.4761  
**E-mail** Bengel@TravMag.com

# '07 Advertising Specifications

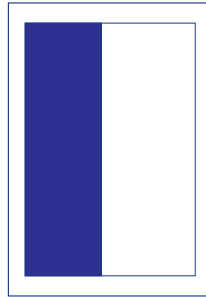
Full-page\*  
4.5" x 7.5"



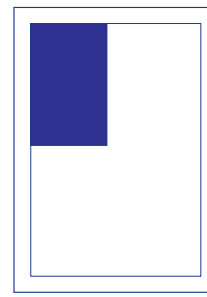
1/2 page horiz.  
4.5" x 3.625"



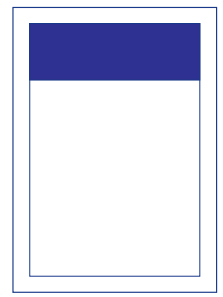
1/2 page vert.  
2.1875" x 7.5"



1/4 page vert.  
2.1875" x 3.625"



1/4 page horiz.  
4.5" x 1.75"



\*Bleed available: trim size 5.375" x 8.375"; live area 4.5" x 7.5"; add .125" bleed on all four sides.

Ads supplied as film will incur a \$150 surcharge.

Trim size is 5.375" x 8.375".

**Bleeds available on full-page ads only.**

Art required: **Macintosh format only**—Quark 6, Photoshop CS or Illustrator CS, or print-optimized PDF.  
Electronic files must be supplied to avoid additional charges and submitted on CD or via email.

*Creative charges apply if materials are not submitted digitally as required.*

Applicable charges for special artwork may apply.

All ads must be supplied with a digital color proof.

Electronic ads must be saved CMYK to SWOP standards—No RGB images.

All fonts and art files must be included—No TRUETYPE fonts.

All elements must be placed at 100% size.

Images must be at least 300 dpi—72 dpi images are **not acceptable**.

PDF files cannot be altered in **any** way.

All rates are net; gross rates available upon request.

All advertising is reserved on a first-come, first-served basis.

Space permitting, guaranteed position for full- and half-page ads only: add 20%.

Creative charges apply if material is not submitted as an electronic file

(see advertising specifications for details).

Bi-Coastal Publications is not responsible for any materials submitted after ad deadline.

All ads must be paid in full by ad deadline date.

*Twin Capes Traveller* is not responsible for content and final appearance of submitted artwork.

*Ads received after deadline date cannot be changed or proofed by client.*