

# The 2018 AOPA Pilot Guides: Bahamas & Caribbean Editions

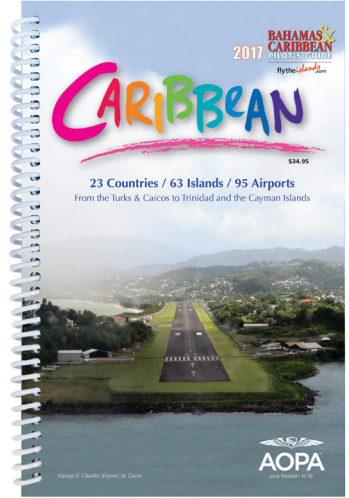
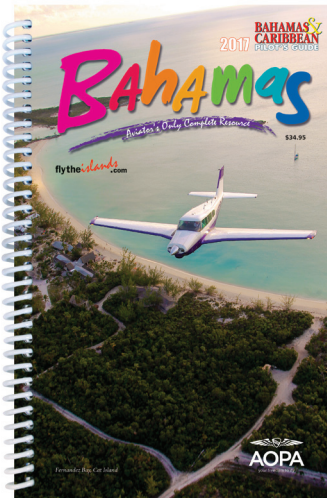
## New name, new design, new brand.

The AOPA Pilot Guides – Bahamas and Caribbean Editions (*formerly the Bahamas & Caribbean Pilot's Guides*) have been **rebranded under AOPA and debuting a complete redesign in 2018 with GA pilots in mind.** The redesign will bring back the **extended section tabs, new photos and airport aerials**, as well as **new and updated editorial.** All the **essential data and features** that have made these Guides cherished by pilots for more than 35 years, are **updated and improved under the wings of AOPA.**

Your advertising is an integral and valued part of the Guide experience for pilots and their families. We welcome your support and interest in promoting the islands in the upcoming editions.

Hundreds of thousands of pilots across the globe are being exposed to the Guides, many for the first time – and to those resorts and businesses in them – through AOPA's extensive network of communication and marketing channels. We are excited to promote the Guides and encourage pilots to fly to the islands.

## Contact us about advertising today!



- **6,000 circulation annually — double the copies sold in previous years.** Reach thousands of customers looking for places to visit and stay!
- **New design, increased promotion and circulation, no advertising rate increase**
- **Airport data improved with resources from AOPA Airports**
- General Aviation pilots stay an average of 6 days throughout the Bahamas, with an average of 9 days in the Out Islands.
- Reach a highly targeted audience with your advertisement
- The AOPA Pilot Guides are the most complete resource and go-to guides for flying the islands.



AOPA – 421 Aviation Way, Frederick, MD 21701 • [www.flytheislands.com](http://www.flytheislands.com)  
Phone (301) 695-2182 • Fax (301) 695-2313 • [Dan.Justman@aopa.org](mailto:Dan.Justman@aopa.org)

# The 2018 AOPA Pilot Guides: Bahamas & Caribbean Editions – Rate Card

Outside Back Cover	<b>\$5,758</b> – AVAILABLE
Inside Covers	<b>\$3,453</b> – Front and Back AVAILABLE
Tab / Section Opener	<b>\$2,531</b>
Full Page	<b>\$2,305</b>
1/2 Page	<b>\$1,383</b>
1/4 Page	<b>\$985</b>
Bold Listing	<b>\$320</b>

Deadline for ad reservations is **July 15th, 2017**

Deadline for new ad submissions is **July 31st, 2017**

**Process:** Printed offset, 150 line screen

**Specifications:** Binding is 3/8". Allow 3/8" left and right margins. Bleed must be 1/8". High resolution PDF files are preferred.

**Full page, tabs and covers:** Trim is 5.875" x 9". Allow 1/8" bleed.

**Bold Listing:** Text only, maximum 3 lines, approximately 34 words including name and phone number(s). Publisher reserves the right to edit copy as necessary to fit.

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**TERMS AND CONDITIONS:** All rates are per edition in U.S. dollars, payable to Aircraft Owners and Pilots Association (AOPA). All copy subject to publisher's approval and acceptance. Advertisers are responsible for the entire contents of their advertisements. The advertiser assumes all liability of any nature, including but not limited to the unauthorized use of names, pictures, and/or copyright infringements. The advertiser indemnifies the publisher and, at the request of the publisher will defend the Publisher at its own expense from any third party against all claims, costs, damages, and liability in any way connected with the content of any advertisement published for the advertiser.

Contracts for covers and four-color pages are non-cancelable and accepted by publisher only if available. All other ads are non-cancelable after closing date. All material furnished to AOPA by the customer is done so at the customer's risk. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. The publisher will make every effort to accommodate special position request(s) of advertisers for placement of ads in particular positions and on particular pages of the Guide. However, this is not always possible. Publisher guarantees ad positions for Covers 2, 3 and 4 and tabs only. No right of the publisher will be considered to have been waived, except by express agreement to that effect in writing.

Payment is due Net 30 days from invoice date. A service charge of 1.5% per month (18% per annum) may be added over 30 days past due.



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# The 2018 AOPA Pilot Guides Advertising Contract

Company \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Island \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Website address \_\_\_\_\_ E-mail \_\_\_\_\_

Bill Credit Card Type (circle one): Visa / MC / Amex Expiration Date \_\_\_\_\_

Card Number \_\_\_\_\_

**Bahamas Guide**                       **Caribbean Guide**                       **Both Bahamas and Caribbean Guides**

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Inside Covers **\$3,453**

Tab / Section Opener **\$2,531**

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**The undersigned states that he/she has read and agrees to the above Terms and Conditions.**

Advertiser Signature \_\_\_\_\_ Date \_\_\_\_\_



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