

Ad Material Requirements

01 Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator & Adobe InDesign. Include all postscript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 dpi at 100%) in CMYK format. If files are not provided as CMYK, we will be forced to convert the color and we cannot guarantee an exact match of color on press. High-resolution PDF files are preferred.

02 A color proof must accompany ad for all formats; otherwise, HCP/Aboard Publishing will not accept liability for files that do not print correctly.*

03 Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.

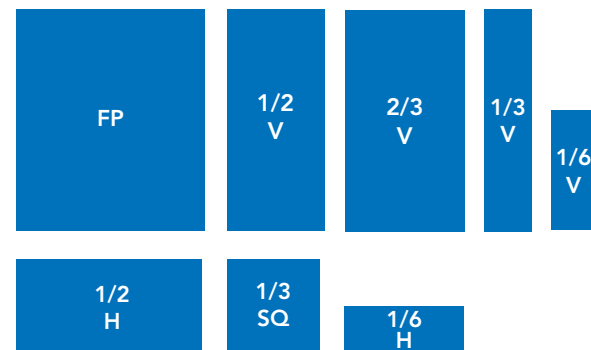
04 Double page spreads: Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 1/8" to gutter.

** If a high-quality color proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) are not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for color matching.**

Mechanical Specs

AD SIZE	DIMENSIONS	
	Width	Height
Full Page (Trim)	8 3/8 x	10 7/8
Full Page (Bleed)*	8 5/8 x	11 1/8
2/3 Page Vertical	4 5/8 x	9 7/8
1/2 Page Vertical	3 1/2 x	9 7/8
1/2 Page Horizontal	7 1/4 x	4 3/4
1/3 Page Square	4 3/4 x	4 3/4
1/3 Page Vertical	2 1/4 x	9 7/8
1/6 Page Horizontal	4 3/4 x	2 1/4
1/6 Page Vertical	2 1/4 x	4 3/4

*Back Cover ad placement - add an extra 1" bleed to all four sides.



Annual Publication Rates

National Rates

Unit Size	4-color
Full Page	\$ 15,450
2/3 Page	\$ 12,875
1/2 Page	\$ 9,270
1/3 Page	\$ 6,180
Spread	\$ 27,810

Premium Positions

Inside Front Cover	\$ 17,770
Inside Back Cover	\$ 16,995
Back Cover	\$ 18,540

Local Rates

Full Page	\$ 8,925
2/3 Page	\$ 7,160
1/2 Page	\$ 5,355
1/3 Page	\$ 3,570
Spread	\$ 16,070

Hotel Association Member Rates

Full Page	\$ 7,870
2/3 Page	\$ 6,490
1/2 Page	\$ 4,725
1/3 Page	\$ 3,145
1/6 Page	\$ 1,970
Spread	\$ 14,160

Digital Rates

Banner Ads: \$900/year
Ad Size: 236 x 195
File Type: JPEG or GIF
Maximum Size: 40KB

Closing Dates

Space reservations: July 15, 2017
Ad material due: July 28, 2017
Publication date: December 2017

Inquiries and space reservations for magazine

Amaury Santiago, Market Representative Mexico
Cabo Mobile: 011 521-624-141-6369
US Mobile: 305-409-5980
E-mail: yasb@aol.com

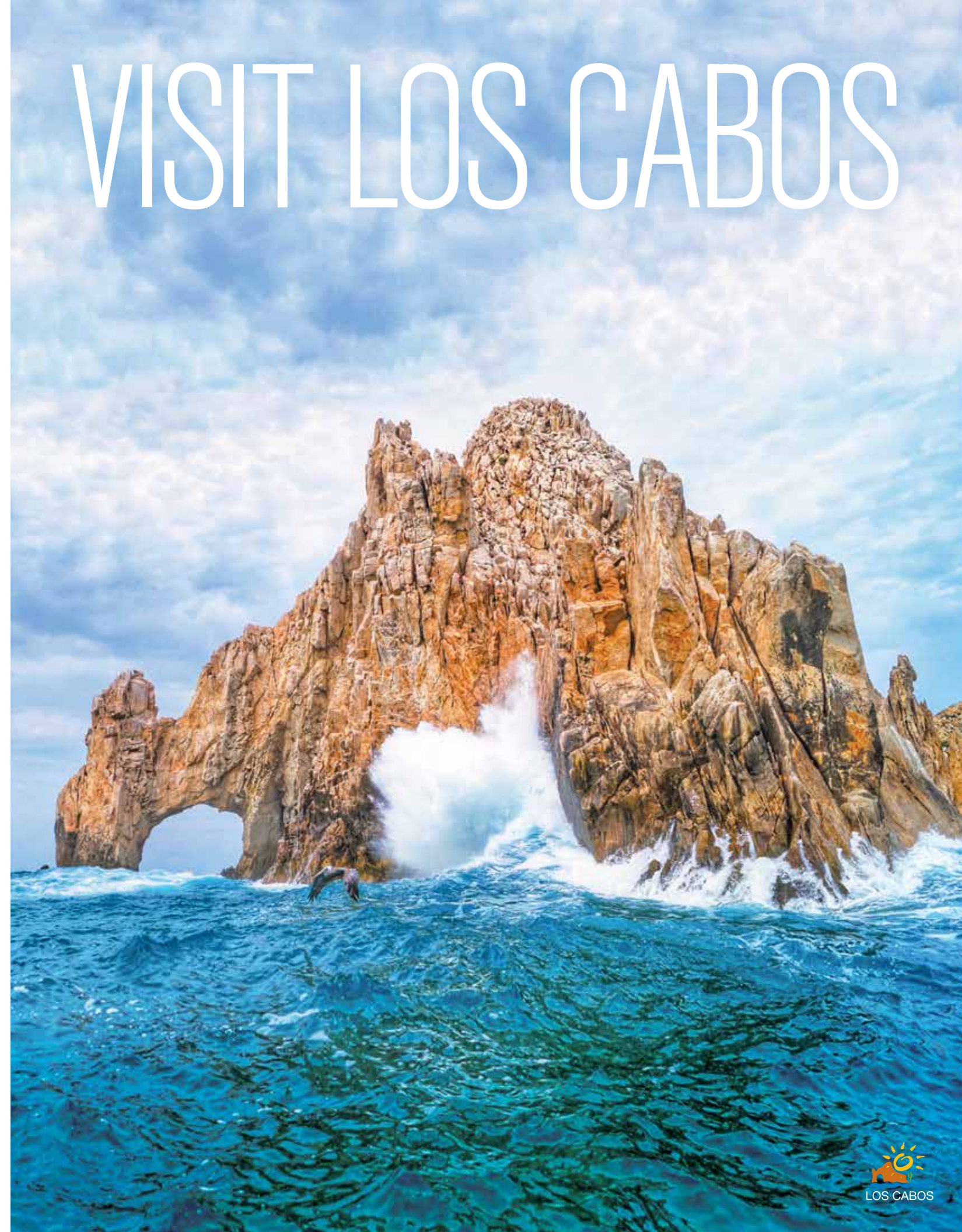
Billing and collections

Encino Grande No. 68
Tetelpan V. Alvaro Obregón
México D.F. 01700
+(011) 5255-5425-1735

Ad materials should be sent to:

Dayan Agudelo
HCP Media
3511 NW 91 Ave., Miami, FL 33172
Tel: 305-376-5041; Fax: 305-995-8108
E-mail: dagudelo@hcpmedia.com

VISIT LOS CABOS





Why Advertise in *Visit Los Cabos*

PRINT

- It is the official publication of Los Cabos Convention & Visitors Bureau.
- Provides advertisers unmatched access to the largest number of accommodations throughout the Baja Sur Peninsula and beyond.
- A hardcover in-room edition is prominently displayed in 14,026 guest rooms. This publication is a guaranteed to reach over 1,000,000 visitors in the comfort of their rooms.
- A soft-cover edition is also available.
- Very affordable rates.
- Reaches upscale visitors.
- Advertisers automatically appear in the digital version of *Visit Los Cabos*. The electronic version of the publication preserves the high-quality look of the printed books, and extends the reach and longevity of your ads by having the publications archived online.
- Web component at Visit-Cabo.com.
- Provide consumers with valuable travel information.
- With the purchase of an ad in *Visit Los Cabos*, you also receive a FREE business profile with image, business description and link back to your site.
- *Visit Los Cabos* is part of an integrated marketing and communications program.

ONLINE

Visit-Cabo.com

- Visit-Cabo.com is published for the Los Cabos Convention & Visitors Bureau to promote the destination, hotel association members and our advertisers.
- Smart marketers know that targeting is key. Through Visit-Cabo.com you'll reach visitors as they are in the process of planning their trip to Los Cabos.
- Visit-Cabo.com is promoted in targeted advertising campaigns that drive traffic to the website and raise interest in the destination.
- By engaging our audience online, you can convert them to customers before they even step foot in Los Cabos!
- Free business profile for all advertisers.
- Online banner advertisement available for purchase.



Scan this QR code with your smartphone to see the digital edition of *Visit Los Cabos*.

Distribution*

Cabo San Lucas

- Bahia Hotel & Beach Club
- Breathless Cabo San Lucas
- Cabo Villas Beach Resort & Spa
- Casa Dorada Los Cabos Resort & Spa
- City Express Los Cabos
- Club Cascadas De Baja
- Grand Solmar Land's End Resort & Spa
- Hacienda Beach Club and Residences
- Holiday Inn Express Cabo San Lucas
- Hotel Mar Cortez
- Los Cabos Golf Resort
- Marina Fiesta Resort & Spa
- Me Cabo By Melia
- Montecristo Estates By Pueblo Bonito
- Playa Grande Resort & Grand Spa
- Pueblo Bonito Los Cabos All Suites Resort
- Pueblo Bonito Pacifica Resort & Spa
- Pueblo Bonito Rose All Suites Resort & Spa
- Villa Del Palmar Beach Resort & Spa
- Pueblo Bonito Sunset Beach Resort & Spa
- Quinta Del Sol By Solmar
- Riu Palace Cabo San Lucas
- Riu Santa Fe
- Sandos Finisterra Los Cabos
- Sirena Del Mar Welk Resort Cabo

- Solmar Resort All Inclusive
- Tesoro Los Cabos
- The Cape, a Thompson Hotel
- The Resort at Pedregal
- The Ridge at Playa Grande Luxury Villas
- Villa Del Arco Beach Resort & Spa
- Villa La Estancia

San José Del Cabo

- Barcelo Grand Faro Los Cabos
- Bel Air Collection Resort Los Cabos
- Best Western Aeropuerto Los Cabos
- Cabo Azul Resort
- Casa Natalia
- El Encanto Inn
- Holiday Inn Resort Los Cabos
- Hotel El Ganzo
- Hyatt Place San José Del Cabo
- Hyatt Ziva Los Cabos
- JW Marriot
- Mar Adentro
- Posada Real Los Cabos
- Royal Decameron Los Cabos
- Royal Solaris Los Cabos
- Santa Maria Hotel & Suites
- Secrets Puerto Los Cabos
- The Gran Mayan Los Cabos
- Tropicana Inn

The Corridor

- Casa Del Mar Los Cabos
- Dreams Los Cabos
- Esperanza an Auberge Resort
- Fiesta Americana Grand Los Cabos Golf & Spa Resort
- Grand Vela Los Cabos
- Hacienda Encantada Resort & Spa
- Hampton Inn
- Hilton Los Cabos Beach & Golf Resort
- Las Ventanas Al Paraiso
- Marquis Los Cabos
- One & Only Palmilla
- Paradisus Cabo Real
- Sheraton Hacienda Del Mar Golf & Spa Resort
- Solaz Los Cabos
- The Westin Resort & Spa Los Cabos

East Cape

- Costa Palmas Resort

Todos Santos

- Guaycura Boutique Hotel & Spa
- Hotel California

*Hotels subject to change