

CARIBBEANconnexions

2015 ADVERTISING RATES



CARIBBEANconnexions (formerly *CARIBBEANconnections*) is the annual magazine of Caribbean American Heritage Month (CAHM) and the Institute of Caribbean Studies (ICS). Founded in 1993, ICS is a not-for-profit organization dedicated to building bridges between Caribbean Americans and the US population at large and advocating for the economic welfare of the Caribbean American community. ICS provides our partners and stakeholders with solutions that will enable their survival, growth and prosperity in the ever-changing global marketplace, by providing education, advocacy and action that supports their missions.



CARIBBEANconnexions

CARIBBEANconnexions Advertising Rates

CARIBBEANconnexions

ICS will produce a keepsake souvenir journal (CARIBBEANconnexions) that will contain information about Caribbean Contributions to America and Caribbean American Heritage Month.

You are invited to purchase an ad in the 28 page souvenir journal that will create longevity and prosperity of your company's support.

CIRCULATION

CARIBBEANconnexions is a benefit of membership for all CAHM National Caribbean Committees (NCC). Individual copies are mailed to more than 7,000 Caribbean-Americans, public and private sector organizations, community organizations, medical professionals and restaurants.

In addition, the magazine is distributed to all congressional offices, Caribbean American state associations, other associations concerned with the well-being of Caribbean-Americans and the Caribbean and business groups that work with the Caribbean.

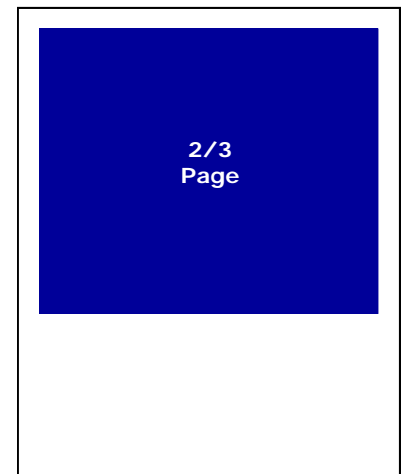
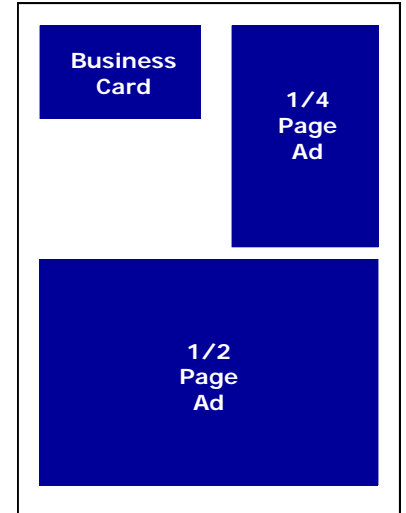
ADVERTISING RATES

Rates are quoted per insertion. Rates and advertising deadlines are for print-ready copy only. Advertising space is limited.

CARIBBEANconnexions ADVERTISING RATES (Effective through 2015)

Note: Please keep important elements (logo, text, etc. at least .25" away from the trim edge.

Ad Type	Size (W x H in inches)	Cost
Business Card	3.5 x 2	\$250
Quarter Page	3.19 x 4.875	\$500
Half Page	7.5 x 4.875	\$750
Two-Thirds Page	7.5 x 6.6	\$1,000
Full Page (with optional bleed)	7.5 x 10 8.5 x 11 with bleed	\$1,500
Inside Front Cover	8.5 x 11	\$2,500
Inside Back Cover	8.5 x 11	\$2,500



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MEMBER DISCOUNTS

NCC members are entitled to a 30 percent discount for a print ready ad.

NONPROFIT DISCOUNTS

Nonprofit organizations are entitled to a 20 percent discount for a print ready ad.

COLOR

All pages are printed in 4-color process for which there is no additional charge.

REPRODUCTION REQUIREMENTS

- Please provide your ad in one of these file formats: PDF (300 dpi), JPG or TIFF
- Please include all fonts and images. All files should be in CMYK.
- Send files wither by CD or e-mail. Please include a hardcopy or PDF ad proof.

PRODUCTION TIMELINE

Space Reservation	Ad Due	Publication Date
June 15	June 15	June 25

MAILING INSTRUCTIONS

All orders, payments, correspondence and reproduction materials should be sent to:

Karema Daley

Associate, Sponsorship & Corporate Relations

Institute of Caribbean Studies

1629 K Street, NW

Suite 300

Washington, DC 20006

Phone: 202-638-0460

E-mail: icsdcorg@gmail.com



CARIBBEANconnexions

Advertisement Order Form

Advertiser (Company Name)

Contact Name / Title

Address

City State/Province

Country Zip/Postal Code

Phone Fax

Email

Billing

(All fees must be paid in US funds)

Check Enclosed

Please make your check payable to:

Caribbean American Heritage Month

Charge my:

VISA MasterCard AMEX Discover

Card Number Exp. Date

Authorized Signature Date

Print name as it appears on card

Billing address if different from contact information

Space Size	Cost
<input type="checkbox"/> Business Card	\$250
<input type="checkbox"/> Quarter Page	\$500
<input type="checkbox"/> Half Page	\$750
<input type="checkbox"/> Two-Thirds Page	\$1,000
<input type="checkbox"/> Full Page	\$1,500
<input type="checkbox"/> Inside Front Cover	\$2,500
<input type="checkbox"/> Inside Back Cover	\$2,500

Special Instructions

Cost of advertising

\$_____ space

\$_____ applicable discount

\$_____ total

E-mail completed form with credit card payment information to icsdcorg@gmail.com. Or mail to:

Caribbean American Heritage Month
c/o Institute of Caribbean Studies
1629 K Street, NW, Suite 300
Washington, DC 20006

Cancellation on ads by advertiser must be received in writing before the ad due date.

Questions?

Contact Karema Daley at 202-638-0460
or email: icsdcorg@gmail.com

