

CLOSING DATES:

Space Reservations: August 17, 2010
Ad Material Due: August 31, 2010
Publication Date: December 2010

INQUIRIES AND SPACE RESERVATIONS FOR MAGAZINE:

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

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

PAYMENTS

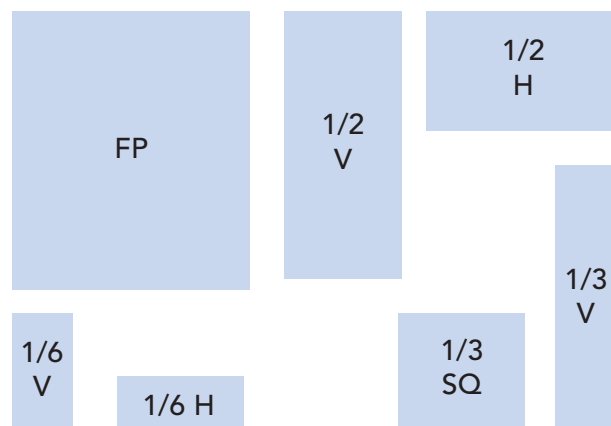
Checks for magazine ads should be made payable to:
HCP/Aboard Publishing
One Herald Plaza
Miami, FL 33132-1693

AD MATERIALS SHOULD BE SENT TO:

Fabiana Walters
One Herald Plaza
Miami, FL 33132-1693
Tel: 305-376-5041
Fax: 305-995-8108
E-mail: fwalters@hcpaboard.com

MECHANICAL SPECIFICATIONS

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
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 Vertical	2 ¹ / ₄	x 9 ⁷ / ₈
1/3 Page Square	4 ³ / ₄	x 4 ³ / ₄
1/6 Page Vertical	2 ¹ / ₄	x 4 ³ / ₄
1/6 Page Horizontal	4 ³ / ₄	x 2 ¹ / ₄



Los Cabos CVB (2)



AD MATERIAL REQUIREMENTS

01 Electronic files are to be sent in Macintosh format only. Accepted programs include QuarkXpress 6.5, 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.

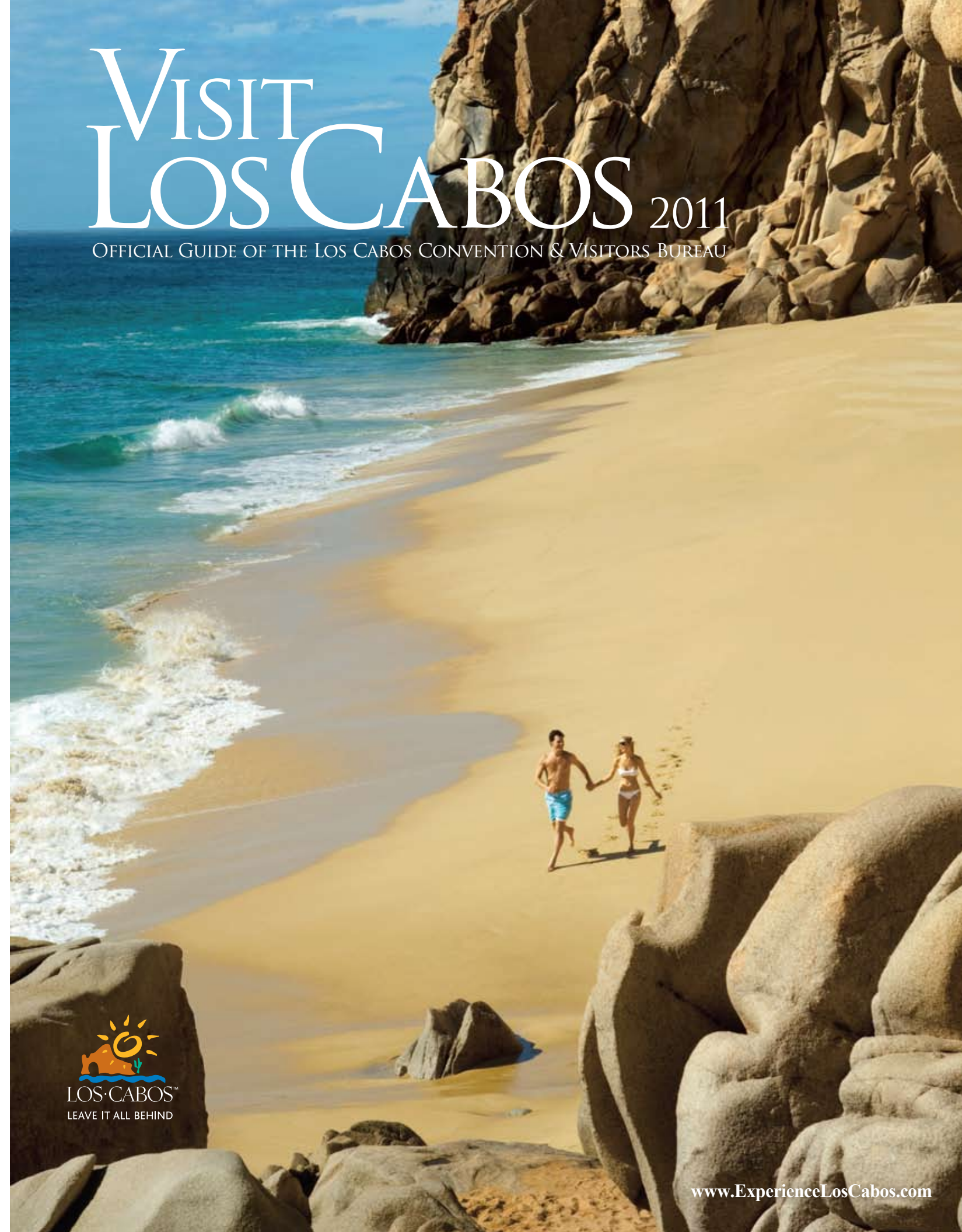
04 Double page spreads: Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 1/8" to gutter.

* 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.

HCP | ABOARD
P U B L I S H I N G

VISIT LOS CABOS 2011

OFFICIAL GUIDE OF THE LOS CABOS CONVENTION & VISITORS BUREAU



www.ExperienceLosCabos.com

VISIT LOS CABOS



Los Cabos CVB

As the official publication of the Los Cabos Convention & Visitors Bureau, the largest business association on the Baja Sur Peninsula, *Visit Los Cabos* introduces visitors to all the different aspects of this renowned destination, including the quaint charm of San José del Cabo and the stylish excitement of Cabo San Lucas.

The publication also offers advertisers unparalleled access to the largest number of accommodations throughout the area, and reaches the homes of the most affluent visitors planning to vacation in Los Cabos.

Marketing and Communications Program

Published by HCP/Aboard Publishing, a division of The McClatchy Company, *Visit Los Cabos* is part of an integrated marketing and communications program. This program features newspaper and online promotion of the Los Cabos area through the vast network of McClatchy-owned newspapers and the ExperienceLosCabos.com website, which was created on behalf of the Los Cabos CVB.

In-Room Edition

With a full year of distribution in more than 11,000 guest rooms, *Visit Los Cabos* is the only book in hotel rooms that focuses on Los Cabos and the surrounding area. Hotel guests love reading it to obtain essential information on the destination — including dining, golf, fishing, water sports, spas, shopping and more! *Visit Los Cabos* will reach more than 650,000 visitors each year.

At Home Edition

Books will be distributed throughout the year to upscale consumers who request them through a toll-free number (advertised with a multimillion-dollar advertising and marketing program) or who visit our website, ExperienceLosCabos.com.

Award-Winning Coffee Table Book and Visitors' Guide

The splendor, sophistication and charisma of Los Cabos is brought

to life in a bold and entertaining way. Crafted as a high-profile coffee table book and visitors' guide, *Visit Los Cabos* focuses on the Los Cabos vacation experience in a unique and personal way, with stories by award-winning journalists and vivid photography. *Visit Los Cabos* also introduces readers to the ins and outs of the old-world charm of San José del Cabo, as well as the more colorful and action-packed Cabo San Lucas. The unique flavor of the two different towns is captured in page after page of compelling editorial and stunning photographs.

From a marvelous time in the sun and sand to great shopping, relaxing spas and entertaining nightlife options, *Visit Los Cabos* gives readers a chance to discover the many wonderful ways they can spend a vacation in this destination.

BENEFITS OF ADVERTISING IN VISIT LOS CABOS

In an effort to magnify the scope of the Los Cabos CVB's publishing program, the Miami Herald Media Company (MHMC) and HCP/Aboard Publishing have developed a comprehensive newsprint and online advertising and promotion program.

HOW DO WE DRIVE CUSTOMERS TO YOU?

HCP/Aboard Publishing has guaranteed the Los Cabos Convention & Visitors Bureau it will spend the equivalent of half the revenue earned by *Visit Los Cabos* to advertise the destination in the Sunday Travel sections of our company-owned newspapers throughout the United States. Your advertising dollars work twice as hard for you!

In addition, ExperienceLosCabos.com is heavily promoted in online and print campaigns, which total a staggering \$1.5 million annually.

ONLINE ADDED VALUE

As an advertiser in *Visit Los Cabos*, you will receive a FREE online profile on ExperienceLosCabos.com that includes images, e-mail, Web links and a business description. Maximize your exposure with the following options:

a) Upgrade for an additional \$599 (a huge savings over rates for non-

print advertisers) and you will receive an online advertising banner for one year, run of site (except on home page), including monthly reporting of banner impressions and click-through to your website. (Ad material supplied by client.)

b) Or, if you prefer, for an additional \$799 you will receive a complete online "advertorial" in the editorial area of ExperienceLosCabos.com for a full year including links to your website. (Advertorial created by HCP/Aboard with input from client.)

Interested in additional ExperienceLosCabos.com advertising? Please ask your sales representative for our Online Rate Card, or visit ExperienceDestinations.com for more information.



ANNUAL PUBLICATION RATES

National Rates

Unit Size	4-color
Full Page	\$ 15,000
1/2 Page	\$ 9,000
1/3 Page	\$ 6,000
Spread	\$ 27,000

Premium Positions

Inside Front Cover	\$ 17,250
Inside Back Cover	\$ 16,500
Back Cover	\$ 18,000

Local Rates

Full Page	\$ 8,665
1/2 Page	\$ 5,200
1/3 Page	\$ 3,465
1/6 Page	\$ 2,600
Spread	\$ 15,600

Hotel Association Member Rate

Full Page	\$ 7,640
1/2 Page	\$ 4,585
1/3 Page	\$ 3,055
1/6 Page	\$ 1,910
Spread	\$ 13,750

DISTRIBUTION

CABO SAN LUCAS

- Bahía Hotel
- Cabo Villas Beach Resort & Spa
- Capella Pedregal Boutique
- Casa Dorada Los Cabos, Resort & Spa
- Finisterra
- Los Cabos Golf Resort
- Los Patios Hotel
- Marina Fiesta Resort
- ME by Meliá Cabo
- Montecristo Estates by Pueblo Bonito
- Playa Grande Resort
- Pueblo Bonito at Sunset Beach
- Pueblo Bonito Los Cabos Resort
- Pueblo Bonito Pacifica Holistic Resort & Spa
- Pueblo Bonito Rosé Resort & Spa
- RIU Palace Los Cabos
- RIU Santa Fe
- Santa Fe
- Solmar Suites
- Tesoro Resorts
- Villa del Arco Beach Resort & Spa
- Villa del Palmar Beach Resort & Spa
- Villa La Estancia Beach Resort & Spa
- Villa La Paloma
- Vistazul

THE CORRIDOR

- Casa del Mar Golf Resort & Spa
- Chileno Bay
- Dreams Los Cabos Suites Golf Resort & Spa
- Esperanza An Auberge Resort
- Fiesta Americana Grand Los Cabos
- Hilton Los Cabos Beach & Golf Resort
- Las Ventanas al Paraíso
- Marbella Suites en la Playa
- Marquis Los Cabos Beach Golf Spa & Casitas Resort
- Meliá Cabo Real All Inclusive Beach & Golf Resort
- One&Only Palmilla Resort
- Sheraton Hacienda del Mar Resort & Spa
- The Westin Resort & Spa Los Cabos

SAN JOSÉ DEL CABO

- Posada Real Los Cabos
- Cabo Azul
- Casa Natalia
- Crowne Plaza Resort – Los Cabos
- Playa del Sol Los Cabos
- Presidente InterContinental Los Cabos
- Royal Solaris Los Cabos Resort & Spa
- Suites Las Palmas Los Cabos
- Temptation Resort Spa Los Cabos
- The Grand Mayan
- Tropicana Inn

EAST CAPE

- Hotel Buena Vista Beach Resort
- Hotel Palmas de Cortez
- Hotel Playa del Sol
- Hotel Punta Colorada

LA PAZ

- Los Arcos de La Paz

*Hotels subject to change