

# The Dockyard Times



# 2019

# MEDIA KIT

100,000  
newspapers!

The Bermudian Publishing Company Ltd, P.O. Box HM 283, Hamilton HM AX, Bermuda  
T 441-232-7041 tina@thebermudian.com www.dockyardtimes.com

# 100,000 NEWSPAPERS DISTRIBUTED!

## 2019 Advertising & Rate Information

The Bermudian Publishing Company, publishers of *The Bermudian* magazine, are proud to present *The Dockyard Times* for Spring 2019!

*The Dockyard Times* is a 28-page tabloid newspaper dedicated to informing and entertaining Bermuda's visitors. With editorial covering all aspects of Dockyard, from its rich history and the National Museum, to business, people, shopping and experiences that are a must, *The Dockyard Times* covers every business in Dockyard. Additionally, the newspaper will have dedicated pages of interest and information for other major visitor destinations such as St George and Hamilton.

- *The Dockyard Times* will be available for **FREE** on **12 stands** throughout Dockyard, including Kings and Heritage wharves, the Visitor Services Centres AND all major hotels throughout the island.
- *The Dockyard Times* will have two print runs totaling **100,000** copies for distribution April–November.
- All ad rates are a **one-time charge**, but customers can request a monthly invoice.



**SPECIAL  
FEATURE**

For more information,  
contact Tina Stevenson  
at 232-7041 or email  
[tina@thebermudian.com](mailto:tina@thebermudian.com)

## KID'S ON HOLIDAY PAGES

Once again *The Dockyard Times* will have editorial pages geared directly toward visiting families and children. Features include day out itineraries, best things to do and places to go, top tours, events and kid-friendly experiences from Dockyard to St George.

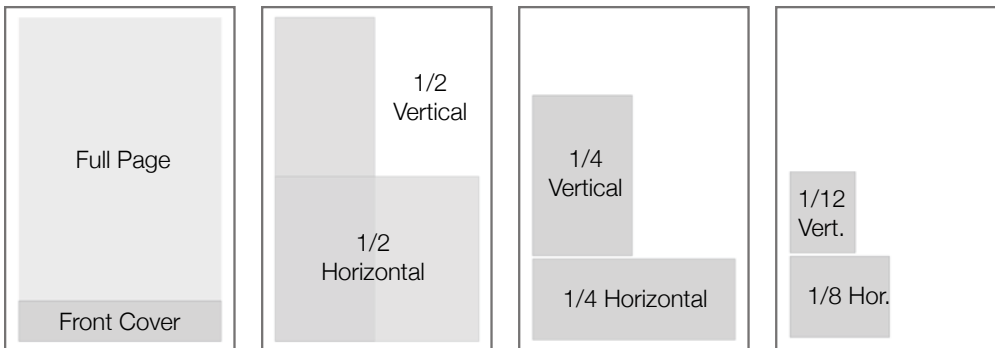
Advertisers can request their ads be placed within the KIDS ON HOLIDAY pages (while space permits, first come first served), and can expect their product or service to be highlighted within the editorial.



# The Dockyard Times

www.dockyardtimes.com

## Ad Format & Specifications



### FORMAT

Our preferred format to receive artwork is a high resolution Adobe Acrobat PDF. We cannot be held responsible for errors in incorrectly created files. Other MAC compatible formats—including packaged InDesign files, Illustrator eps (fonts converted to outlines) and Photoshop tiff, eps or jpg—may be accepted but print quality cannot be guaranteed.

### IMAGES

PhotoShop and Illustrator are the recommended programs for creating photos and logos. Proper resolution is 300 dpi for photos and 600 dpi for logos at their final layout size. All art must be saved as CMYK, not RGB or indexed colour.

### FONTS

All fonts must be embedded. Use Postscript fonts only. Do not use TrueType fonts. They may cause unpredictable variations in final output even if they appear normal in your PDF. Do not stylize fonts using the bold, italic or other style buttons. Do not use reverse text smaller than 12 pt. out of images or blocks of colour.

### 2019 PRICES

Full page	\$6,840.00
Front cover	\$4,090.00
1/2 page	\$3,400.00
1/4 page	\$1,940.00
1/8 page	\$1,020.00
1/12 page	\$745.00

### DIMENSIONS

#### FULL PAGE

10" wide x 16" high

#### FRONT COVER

10" wide x 2" high

#### 1/2 PAGE VERTICAL

4.92" wide x 16" high

#### 1/2 PAGE HORIZONTAL

10" wide x 8" high

#### 1/4 PAGE VERTICAL

4.92" wide x 8" high

#### 1/4 PAGE HORIZONTAL

10" wide x 4" high

#### 1/8 PAGE HORIZONTAL

4.92" wide x 4" high

#### 1/12 PAGE VERTICAL

3.22" wide x 4" high

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# The Dockyard Times

## Dates & Deadlines

### FIRST PRINTING

Publishing Date: April 15, 2019

Space Booking Deadline: Friday, March 1, 2019

Artwork Deadline: Friday, March 15, 2019

### SECOND PRINTING

Publishing Date: July 25, 2019

Space Booking Deadline: Friday, June 21, 2019

Artwork Deadline: Friday, June 28, 2019

*NOTE: All ads that are booked in the first printing will automatically run in the second printing. The second printing deadlines are only for advertisers who wish to change their ad mid-season, increase the size of their previous ad booking or place a new ad in the publication. Contact Tina Stevenson for details regarding additional charges.*



## CONTACT

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