

## Advertiser's Rate Card



## A visitor's guide to getting around Port Moresby.

**Welcome to Port Moresby** is a comprehensive reference guide for newly arrived international and domestic visitors to Port Moresby. Designed to help visitors enjoy the highlights of the city, **Welcome to Port Moresby** includes sections on: **Getting Around • Dining & Entertainment Guide Safety & Security • Sights & Attractions • Treks & Tours Diving & Snorkelling • Other Destinations •** as well as handy maps, coming events and a useful contacts reference.



### Direct Distribution

**Welcome to Port Moresby** is distributed directly to the reader free of charge via Port Moresby's premier and most popular hotels including the Airways Hotel, Crowne Plaza, Gateway Hotel, Holiday Inn and the Ela Beach Hotel, as well as customs arrival counters, hire car offices and international and local in-bound travel agents.

Hotel guests will receive a copy of **Welcome to Port Moresby** for them to browse through at their leisure in the comfort of their hotel room and our distributor replenishment program will ensure that supply of booklets is maintained at each hotel.



### High Circulation

With a circulation of over 30,000 per issue reaching around 5,000 visitors every month, **Welcome to Port Moresby** will be a complete source of information for over 60,000 international visitors to the city of Port Moresby every year and aims to also be the preferred reference for new residents and domestic visitors too. The first issue will be published in September 2006.

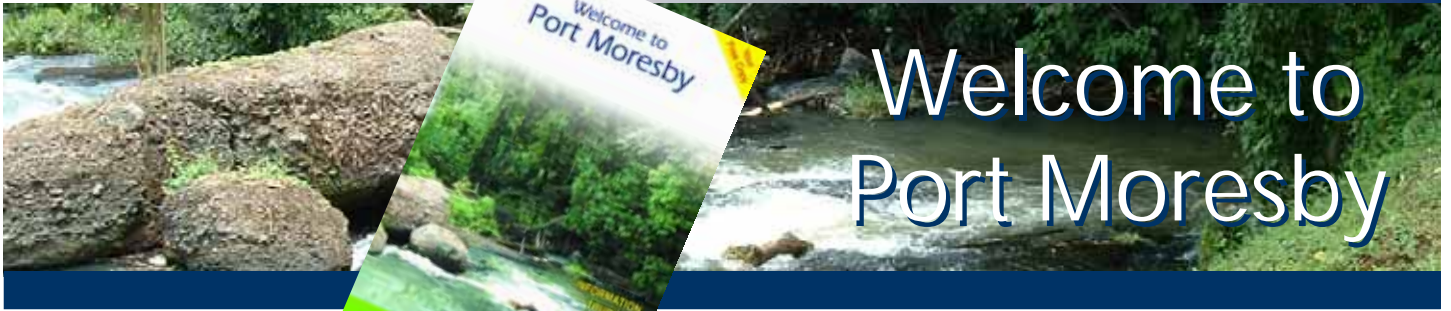
**Welcome to Port Moresby** is the perfect advertising medium for those looking to capture the attention of tourists, business visitors and new residents in Papua New Guinea.

### Added Value

**Welcome to Port Moresby** is printed in a full colour, glossy and convenient A5 format, making it lightweight and portable for visitors to carry with them for the duration of their stay or even to take home as a souvenir.



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## Advertising Rates

Effective 1st July 2006

Options Available	Cost p/issue	Cost p/mth
Back Cover	K8,520:00	K 1,420:00
Inside Back Cover	K7,200:00	K 1,200:00
Full Page	K5,202:00	K 867:00
Half Page	K3,384:00	K 564:00
Third page	K2,598:00	K 433:00
Quarter page	K1,710:00	K 285:00

Prices do not include 10% GST  
Minimum sign up is 6 months (1 issue)

### EDITORIAL & SALES

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## Welcome to Port Moresby

is published by

**Pacific Islands Publishing**

Scratchley Rd, Badili

PO Box 7543, Boroko

Port Moresby, NCD, Papua New Guinea

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## Advertising Benefits

With the largest circulation, direct distribution, valued content, user-friendly design and high quality production, **Welcome to Port Moresby** offers you the best value and return for your advertising Kina.

- ◆ **Welcome to Port Moresby** has the largest circulation of its kind at over 30,000 copies per issue.
- ◆ **Welcome to Port Moresby** is distributed free to hand, directly to your targeted reader audience.
- ◆ Includes useful information for the reader such as maps, dining out, entertainment, transport tips, security advice, must-see sights and attractions, tours, treks and more, making **Welcome to Port Moresby** a valuable reference guide for the duration of their stay and a worthwhile memento to take home.
- ◆ In a lightweight A5 format, **Welcome to Port Moresby** is convenient and portable for future reference, or as a souvenir increasing readership and ensuring continuous and consistent market exposure.
- ◆ **Welcome to Port Moresby** is printed in full colour to the very highest quality, allowing for advertising design with maximum visual impact.
- ◆ **Welcome to Port Moresby** enjoys the proud support of the Papua New Guinea Tourism Promotion Authority.

## Technical Specifications

### PAGE SIZE

Trim size 210(D) x 145(W)

Bleed 216(D) x 151(W)

### STANDARD ADVERTISEMENT SIZES

Full page 200(D) x 135(W)

Full page bleed 216(D) x 151(W)

Half page 95(D) x 135(W)

Third Page 60(D) x 135(W)

Quarter page 45(D) x 135(W)

### SUPPLYING YOUR OWN AD

Please ensure necessary tiff and eps files are supplied with your artwork along with all fonts used. Files must be Quark, Illustrator, Photoshop, In-Design or high resolution PDF files.

*NOTE: Poor or low resolution ads or images will be rejected.*

