



# LINKAGE 2017

**Increased reach and visibility for your brand!**

**5,000 copies per quarter**

Linkage reaches the upper echelon and decision makers locally, regionally and internationally.

## Linkage is distributed to:-

AMCHAM T&T's 299 member companies

Our 23 Sister AmChams in 22 countries

All Embassies and Diplomatic Missions throughout T&T

All Government Ministries in T&T

Trinidad and Tobago Consular offices abroad

All Secondary Schools in T&T

All Business Schools and Tertiary Institutions in T&T

All Libraries in T&T

All Credit Unions in T&T

All Banks in T&T

Hyatt Regency Hotel

Hilton Trinidad & Conference Centre

Carlton Savannah

Par-May-La's Inn

The Chancellor Hotel

Ambassador Hotel

Crewsinn

The Villas Stonehaven

Blue Waters Inn

Grafton Beach Resort

Radisson Hotel

Blue Haven Hotel

Cara Suites

Trade Winds Hotel

Paria Suites Hotel and Conference Centre

Guardian newspaper subscriptions

At all AMCHAM T&T Conferences and Events

# Advertising rates for Linkage magazine (2017)

(Please add 12.5% VAT to prices)

5% discount on advertisements booked for 3 issues

10% discount on advertisements booked for 4 issues

ADVERTISING TYPE	2016 BY QUARTERS	BLEED	NO BLEED
<b>PREMIUM SPOT</b> Inside front cover – full colour, full page	8,500	9" wide x 11.75" high, with 0.25" bleed on all sides	8.5" wide x 11.25" high
<b>PREMIUM SPOT</b> Page 1-full colour, full page (facing inside front cover)	8500	9" wide x 11.75" high, with 0.25" bleed on all sides	8.5" wide x 11.25" high
<b>PREMIUM SPOT</b> Inside back cover – full colour, full page	8,000	9" wide x 11.75" high, with 0.25" bleed on all sides	8.5" wide x 11.25" high
<b>PREMIUM SPOT</b> Outside back cover – full page	8,500	9" wide x 11.75" high, with 0.25" bleed on all sides	8.5" wide x 11.25" high
<b>PREMIUM SPOT</b> Page 2-full colour, full page	7,500	9" wide x 11.75" high, with 0.25" bleed on all sides	8.5" wide x 11.25" high
<b>PREMIUM SPOT</b> Page 3-full colour, full page	7,500	9" wide x 11.75" high, with 0.25" bleed on all sides	8.5" wide x 11.25" high
<b>PREMIUM SPOT</b> Page 5-full colour, full page	7,000	9" wide x 11.75" high, with 0.25" bleed on all sides	8.5" wide x 11.25" high
<b>PREMIUM SPOT</b> Page 7- full colour, full page	7,000	9" wide x 11.75" high, with 0.25" bleed on all sides	8.5" wide x 11.25" high
<b>PREMIUM SPOT</b> Page 9- full colour, full page	7,000	9" wide x 11.75" high, with 0.25" bleed on all sides	8.5" wide x 11.25" high
Other pages – full colour, full page	6,000	9" wide x 11.75" high, with 0.25" bleed on all sides	8.5" wide x 11.25" high
Half page – Horizontal - full colour	4,000	no bleed	8" wide x 5 " high
Half page – Vertical- full colour	4,000	no bleed	4" wide x 10.75" high
Strip – Horizontal	3,000	no bleed	8" wide x 2.5" high
Strip - Vertical	3,000	no bleed	2.5" wide x 10.75" high

Issue	Publication Date	Theme	Deadline for Artwork
Edition 1	April 2017	Network for Net-worth	Friday 3 <sup>rd</sup> March, 2017
Edition 2	June 2017		Wednesday 3 <sup>rd</sup> May, 2017
Edition 3	September 2017		Friday 25 <sup>th</sup> August, 2017
Edition 4	December 2017		Thursday 16 <sup>th</sup> November, 2017

## Advertising Contract - 2017

Please fill out the following form specifying your advertisement, and email to franciscahector@amchamt.com  
5% Discount if Three Quarters are Booked  
10% Discount for a Year Long Contract

Company Name: \_\_\_\_\_

Advertising Type (Premium Spot; Other page; ½ page, strip,):  
\_\_\_\_\_

Advertisements to be booked: Q1:  Q2:  Q3:  Q4:

Total cost of advertisement(s)\*: TT\$: \_\_\_\_\_

### Invoice Details

Organisation Contact: \_\_\_\_\_ Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address for Billing: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

Place Company Stamp  
Here

Date: \_\_\_\_\_

**\*To ensure placement of your ad in the Linkage, artwork and payment must be submitted by the relevant deadlines**



#### Disclaimer:

Placement of advertisements will be done according to the most effective layout for the magazine. Preference for space/placement can be indicated on the contract, but no guarantee will be given that preferences will be fulfilled.

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PLEASE PASS ON TO YOUR ARTIST:

#### Important Artwork Specifications for AMCHAM T&T Linkage magazine:

Artwork **must** be in 300 dpi

Indesign/Illustrator: Outline your fonts, make sure all pictures are linked.

Export to Acrobat PDF, PDF/X-3:2002, set all spot colours to process.

Don't forget bleed if your artwork has bleed - 0.25" on all sides.

Trim size of magazine: 9" wide x 11.75" high

If your ad doesn't have bleed, please set it to the following size:

Full page floating – 8.5" wide x 11.25" high.

**Photoshop:** Flatten, save as JPG or TIF

Half page horizontal: 7.5" wide x 5.5 " high

Half page vertical: 3.75" wide x 10.5" high

Strip horizontal: 7.5" wide x 2.5" high

Strip vertical: 2.5" wide x 10.5" high