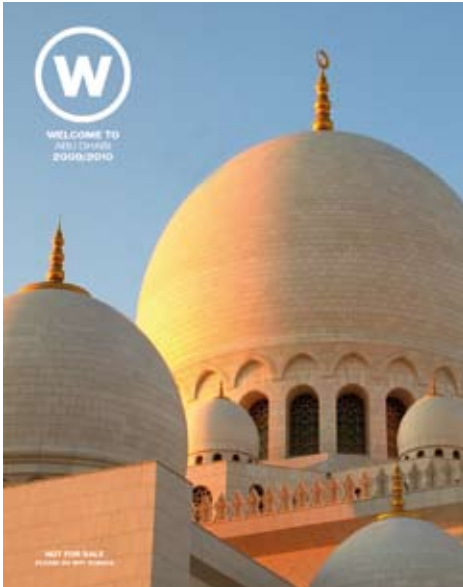


# WELCOME TO ABU DHABI

*Abu Dhabi's No. 1\* Luxury Hotel Publication for best results*

**\*Over 3 million readers annually**



- Flagship title in a successful international series
- Reaches affluent local, national and international audience



- Attract high spending tourists
- Welcome-to.com receives thousands of hits a month

- Abu Dhabi's leading guest information guide
- Distributed through the rooms of luxury hotels nationally
- Cost effective advertising - 12 month shelf life
- Captive Audience
- Position your business as the best of the best



## Welcome To Abu Dhabi is featured in these prestigious hotels:

Abu Dhabi Hilton  
Al Ain Rotana Hotel  
Al Raha Beach Hotel  
Beach Rotana Hotel  
Centre Hotel Novotel  
Emirates Palace

Crowne Plaza Hotels - Resorts Abu Dhabi  
Inter Continental Al Ain  
Hotel Inter Continental Abu Dhabi  
Le Meridien Abu Dhabi  
Le Royal Meridien Abu Dhabi  
Sands Hotel

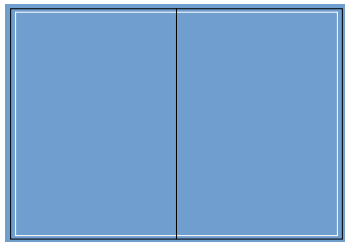
Shangri-La Hotel Quaryat Al Beri Abu Dhabi  
Sheraton Dubai Creek Hotel & Towers  
Hilton Al Ain  
Desert Islands Resort & Spa by Anantara  
Qasr Al Sarab by Anantara  
Park Rotana

## Additional distribution to the following:

Abu Dhabi Chamber of Commerce  
Abu Dhabi Duty Free  
Exhibition/Trade Shows

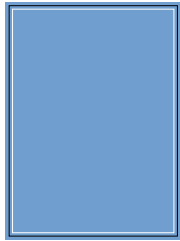
Sunshine Destination Management  
Abu Dhabi Tourism Authority  
Etihad Airways

Royal Jet



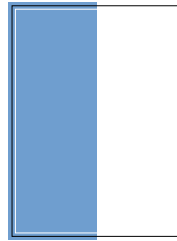
**DOUBLE PAGE SPREAD**

image area / 390 x 250  
trim / 430 x 280  
bleed / 440 x 290



**FULL PAGE**

image area / 175 x 250  
trim / 215 x 280  
bleed / 225 x 290



**HALF PAGE VERTICAL**

image area / 85 x 250  
trim / 102 x 280  
bleed / 112 x 290

RATES	ONE YEAR	SERIES (3 X 12 MONTHS)
Full Page	US\$ 8,000	US\$ 7,800 (x3)
Half Page	US\$ 4,800	US\$ 4,600 (x3)
Double Page Spread	US\$ 16,500	US\$ 16,000 (x3)
Preferred position loading	add 15%	add 15%
Page on our website	add 10%	add 10%
Back Cover*	add 50%	add 50%
Inside Back Cover	add 20%	add 20%
Inside Front Cover	add 25%	add 25%

\* Please note Back Cover specs TBC

**PAYMENT TERMS**

Deposit of 50% due on signing, balance 10 days prior to distribution.

**COPY DEADLINE**

Must be within 30 days of signing Space Order Contract.

**PUBLISHING DATE**

Annually

**PUBLISHER**

Tina Cooper  
Niche Media  
Tel: (+61 3) 9948 4932  
Fax: (+61 3) 9948 4999  
Email: tina.cooper@niche.com.au

**ADVERTISING SPECIFICATIONS**

**Advertorials**

Client must supply the following material:

Text - Full page: 150 words. Half page: 75 words. Finished, edited copy in MS Word on CD or email.

Images - Full page: 3-4 images. Half page: 2-3 images. Transparencies, quality prints or hi-res (300dpi TIFF) digital images via CD, FTP or email.

Any scans required incur a \$50 fee.

Logo (optional) - One logo per advertorial. High-res digital logo (CMYK TIFF or EPS) supplied via CD, FTP or email.

Contact details - All necessary address details, including correct business name, telephone, email and website address if applicable.

The Welcome To art department reserves the right to reject any images that are re-scanned, scratched or are determined to be of poor quality. Editorial will be corrected where necessary to conform to the standards of the Welcome To Series.

**The layout of the page, design and fonts used for advertorials is set by the Welcome To art department and cannot be altered.** Design is entirely at the discretion of the Welcome To art department in order to conform to the standards of the Welcome To series. Once material is submitted, it will be edited and laid out onto the advertorial grid designed for the publication.

**Proofing of advertorials**  
**Clients are granted two proofs for advertorials. Changes made to advertorials beyond the second proof at the client's request will incur an additional fee.**

**Proofing of advertorials**

All material (text, images, logos, contact details) must be submitted prior to design of the first proof. New material cannot be submitted beyond this point, unless requested by the Welcome To art department.

Proof 1 - Clients will be required to check editorial and address details for accuracy, and that the correct image/s have been used.

Proof 2 - If necessary, clients have the opportunity to check that the requested changes from Proof 1 have been made. This is the final opportunity to make changes.

Sending PDFs electronically is the preferred method of proofing. For clients who are unable to read PDFs, a black and white laser printed version will be supplied. Chemical proofs cannot be supplied.

Once alterations have been made, the client is required to sign off by the material deadline as listed on their contract.

Any scans required incur a \$50 fee.

The Welcome To series is governed by a strict production schedule for the benefit of all advertisers. To avoid delaying publication, if the client declines to sign off by the advised deadline, the most recently altered version of their advertorial will be deemed ready and printed accordingly.

**Advertisements designed by the Welcome To art department**

Client must supply the following material:

Images - Transparencies, quality prints or hi-res (300dpi, CMYK TIFF) digital images via CD, FTP or email. Any scans required incur a \$50 fee. Only images to be used should be included.

Comprehensive brief - Detailing position of images, text, logos, etc.

**Proofing of advertisements**

Please refer to the procedure used in the proofing of advertorials.

**Advertisements designed by agency or other**

We will only accept artwork in the following formats in versions equal to or below: QuarkXPress 6.5, Adobe InDesign CS 3, Adobe Illustrator CS 3, Adobe Photoshop CS 3. CMYK colour must be used throughout. No spot colours permitted. All scans, logos, illustrations and fonts used in both the layout document and EPS files must be supplied. Adobe Acrobat PDF version 6.0 or 7.0 composite files. Note: guidelines for the production of hi-res, print quality PDF files must be obtained from our art department.

Any format not listed above must be discussed with our art department to determine if conversion is possible. If supplying files requiring conversion, the client accepts responsibility for the final output quality. The client will incur charges for converting the file.

Any advertisement, which in the opinion of the publisher could be confused with editorial, will be modified to include "Advertisement" or similar wording in a prominent position within the advertising space.

All artwork should be supplied in final form and on CD (CDR, CDRW or Zip) or via FTP or email, together with a colour printout as a reference.

**Please forward material to: Inter Communications Advertising**

P.O.Box 55894  
Dubai - UAE  
Tel: +9714 228 1977  
Fax: +9714 223 1732  
Mobile: +97150 625 6934  
adil1@emirates.net.ae  
adil.chinoy@gmail.com  
www.intercomadv.com



**INTERCOMMUNICATIONS ADVERTISING**

PO Box 55894  
Dubai  
Tel: (971) 4-228 1977  
Fax: (971) 4-223 1732  
Email: adil1@emirates.net.ae

**WELCOME TO**

- Australia
- Victoria
- New Zealand
- South Africa
- Dubai
- Abu Dhabi
- China
- Bahrain
- Hong Kong