



ADVERTISING RATE CARD

What to do

From Vanuatu's largest privately owned media organization, *What to Do in Vanuatu* is the official tourist publication of the Vanuatu Tourism Office.

How important are tourists for your business?

We reach every tourist arriving in Vanuatu with 5,000 copies printed every month and distributed free to:

- Airport arrivals
- Hotels and resorts
- Cruise ships
- Tourist information centres
- Selected bars, restaurants and clubs frequented by the yachting community.

To reach the same sized market, you would need to advertise in four different in-flight magazines. Plus, *What to do in Vanuatu's* content is 100% Vanuatu, so it is kept by new arrivals and referred to repeatedly during their stay, maximising your exposure.



PORT VILA Dining guide

Vanuatu is famous throughout the South Pacific for its deliciously fresh and organic cuisine. There are more than fifty different dining venues where one can enjoy a great meal and try traditional delicacies such as Vanuatu's organic beef, coconut crabs, lobsters, nauvotu (pigeon), flying fox or fruit bat, locally grown prawns and many more. Some typical local foods like laplap (pounded taro or yam mixed with any kind of meat and coconut milk, cooked in banana leaves in an underground oven) and lulak (a local version of the meat pie) can be tried at the local market for about 150vt to 250vt.

BARS AND RESTAURANTS

- **Anchor Bar & Tavern** - 100m from the Port Vila Harbour and a popular all-terrain watering hole. Tel: 22450 or email: lulak@anchorbar.com.vu
- **Brewery** - Across the road from the Grand Hotel, as their name suggests they brew their own delicious beer. www.brewery.com.vu
- **Hubbys Bar and Restaurant** - One of our best bars. Tel: 22622 or email: hubbysbar@portvila.com.vu
- **Breakie Bar & Restaurant** - Located near Pango Village. A family friendly bar and cafe with great food. Tel: 22622 or email: breakiebar@portvila.com.vu
- **Bluebird Bar** - Located near the Port Vila Harbour. Tel: 22622 or email: bluebirdbar@portvila.com.vu
- **Bluebird Bar & Grill** - Right in town, the food is nice. Tel: 22622 or email: bluebirdbar@portvila.com.vu

CAFE

- **Le Pêcheignon** - For a taste of real French pastries. Tel: 22722 or email: lepecheignon@portvila.com.vu
- **Salt the Cafe & Bar** - Located at the Grand Hotel. There is a choice of the many wonderful local foods and beverages on the island. We recommend the Vanilla Ricotta. Tel: 22388 or email: saltthecafe@portvila.com.vu

NATURE, ADVENTURE AND CULTURE Day tour guide

ABELLING Edge Adventure +678 23272	Game Hiding Safari +678 20020 Vanuatu Helicopter +678 23272	PARASAILING Sea Vite Parasailing +678 23272
BLUCKHART Robert Vanuatu +678 232420	HELICOPTER TOURS Vanuatu Helicopter +678 23272	SCUBA DIVING Big Blue +678 23272 Nautika WaterSport +678 23272 Dive at Pleasant Coodigee / Malakalpa Point +678 23272
BUCKY TOURS Buggy Tour +678 23272	HORSE RIDING Club Hobbles Adventure Park +678 23272	SEA PLANE Vanuatu Jet Plane +678 23272 Big Blue +678 23272 Therapeutic Dive +678 23272
OFF ROAD ADVENTURE +678 23475	CULTURE TOUR Cruiser Galeries +678 23272	TANNA VOLCANIC P Daily Airline +678 241 Vanuatu Jet Plane +678 23272
DAY CRUISES Composite Day Cruise +678 20020 Performance Marine Sales Cruisers +678 23272	ISLAND DAY TOURS Island Adventure +678 23272 Emergen Tours +678 23272	UNDERWATER ROSE Holiday Resort +678 23272
CRUISING Eco Tours +678 23420	JET BOAT Island Adventure +678 23272	VOLCANIC PLUNGE At Sakani +678 23272 Dive Malakalpa +678 23272
ECO TOURS Eco Tours +678 23420 Emergen Tours +678 23272	JET SKI Vanuatu Jet Ski Tours +678 23420	WATERFALL TRIP Eco Tours +678 23420 Emergen Tours +678 23272
SKIN DIVER Lulap Dive Vanuatu +678 23272	KAYAKING Island Adventure +678 23272 Island Adventure +678 23272	ZORBI RIDE Wet Wet Wet

OFFICIAL NEWSPAPER OF THE VANUATU TOURISM OFFICE www.vanuatu.travel

DISCOVER WHAT MATTERS Vanuatu FREE

DISCOVER... DIVERSITY
So many islands, so much to see!

DISCOVER... CULTURE
Experience Vanuatu's unique traditions

DISCOVER... NATURE
New worlds await, above and below the sea

MARCH 2012 ISSUE 37

What to do

Stay in touch with a Digicel Tourist SIM

Keep in touch with family and friends back home!

Get a tourist SIM at the Digicel airport kiosk or at our Digicel retail outlets throughout the island. SIM charges in Vanuatu. All major countries accepted.

www.digicel.com.vu

March explodes into life
Tanna's Yasur volcano hots up

PLUS NEWS • EVENTS • WHAT'S ON • MAPS • and more!

Waterfront Real Estate
"Your only investment in paradise."

Boutique Real Estate Agency - your one stop shop for Vanuatu property enquiries

100m water frontage + luxury residence
650,000 AUD

Commercial tourism land
Investment only
210,000 AUD

Francisca Grillo +678 7719998
francisca@waterfront.com.vu

Jack Dillm +678 7750099
jack@waterfront.com.vu

See our column inside... www.waterfront.com.vu

Advertisement sizes



PREMIUM POSITION LOADINGS

Front cover
+50%

Outside back cover
+25%

Inside front cover
+20%

Inside back cover
+20%

First RH page inside
+10%

Specified position
+10%

COVER SECTION

Size	Mono	Colour	Type area	Trim size	Bleed area
Full page	—	vt45,000	263 x 396	293 x 426	298 x 436
1/4 page strip	—	vt17,500	263 x 96	—	—
1/8 page strip	—	vt10,500	263 x 45	—	—

INSIDE SECTION

Size	Mono	Colour	Type area	Trim size	Bleed area
Full page	vt32,500	vt45,000	264 x 384	—	—
1/2 page	vt20,000	vt27,500	264 x 190	—	—
1/4 page	vt12,500	vt17,500	128 x 190	—	—
1/4 page strip	vt12,500	vt17,500	264 x 90	—	—
1/6 page	vt10,000	vt14,000	128 x 124	—	—
1/8 page	vt7,500	vt10,500	128 x 90	—	—
1/8 page strip	vt7,500	vt10,500	264 x 45	—	—
1/12 page strip	vt6,000	vt8,500	128 x 58	—	—
1/12 page	vt6,000	vt8,500	84 x 90	—	—
1/16 page	vt5,000	vt7,000	128 x 42	—	—

All prices are ex-VAT. Dimensions are given in mm, width x height.

Advertisement material specifications

DELIVERY We only accept ad material in PDF format, sent via email to whattodo@dailypost.vu, a large file sending website or on disk.

PDF SETTINGS Contact us at whattodo@dailypost.vu for the correct PDF Distiller settings before creating your ad.

COLOURS All colour ads must be supplied as CMYK (4 colour). RGB files will be rejected.

PHOTOS AND LOGOS Minimum resolution for all images is 300dpi for photos and 600dpi for line art, logos and illustrations. All images placed inside ads must be scaled to 100%. Any scaled images will be rejected. Images taken from websites **ARE NOT** suitable for reproduction in a printed publication, and will also be rejected.

SPOT COLOUR We print in four colour process (CMYK), so all spot/PMS colours must be converted into CMYK process colours.

DOT GAIN Dot gain is not a fault of web offset printing, but rather a characteristic. All material should compensate for dot gain of up to 25% in the 50% dot area. Ensure midtones are lighter and have more contrast to compensate for the dot gain.

COLOUR SEPARATIONS (PHOTOSHOP) Cover: Use the colour separation setting 'Japan Color 2001 Coated'. Inside: Use 'Japan Color 2002 Newspaper'. Greyscale (mono) images should be saved with a 'Dot Gain 25%' ICC profile.

INK LIMITS Total ink saturation should be no more than 240% for CMYK images.

COLOUR CORRECTION Colour correction should be used in all colour separations and greyscale images intended for print reproduction, to reduce the underlying colours that tend to dirty the desired result on newsprint stock.