



ANTIGUA BARBUDA
Businessfocus

The bi-monthly magazine for decision makers

your partner for success
2009 *media kit*

Regional Publications Ltd.

P.O. Box 180, Suite #451, American Road, St. John's, Antigua

Tel: 268.481.7680 Fax: 268.481.7699

Email: sales@regionalpub.com • www.businessfocusantigua.com

About The Publisher

Regional Publications Ltd officially 'started business' in early February 2006 to take on the enormous task of producing the 2007 Antigua & Barbuda Telephone Directory & Yellow Pages locally, with great success. Only months after opening, the company took over the production and distribution of Business Focus Antigua & Barbuda, a magazine focused on the pulse of the local corporate community. Business Focus was previously published by sister company, Advertising & Marketing Services (AMS) since November 2002 and is published every two (2) months with five (5) issues guaranteed per year.

In its first year, RPL went on to produce the 2007 Paradise Antigua & Barbuda for the Ministry of Tourism - an informative tourist publication highlighting all the milestone events occurring in Antigua & Barbuda for the year and has since taken on Paradise Magazine & Map as permanent annual publications. The company also produced the LIAT 50th Anniversary Souvenir Magazine.

Regional Publications Ltd is affiliated with AMS, an advertising and marketing firm with offices in St. Lucia, Guyana, Trinidad and Antigua. Together, the group produces over eleven (11) publications as its core, along with several guest publications for major corporations and associations.

RPL is staffed by a family of committed, dynamic individuals with over 50 years experience in the publishing industry. With commendations for attention to content and quality, Regional Publications Ltd. is positioned as an upcoming and welcome force on the publishing landscape of Antigua & Barbuda and the Caribbean.



About Business Focus Magazine

Business Focus Antigua and Barbuda is a bi-monthly magazine that keeps its finger on the pulse of the local corporate community. It provides broad-based coverage of the issues that matter, and the trendsetting personalities making waves among their peers.

Business Focus provides practical, relevant and timely content, in an attractive package geared toward decision makers and young entrepreneurs. It is the only magazine which concentrates on the growth and diversity of the local business product, and the personalities within it.

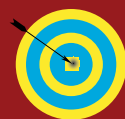
Business Focus features the people you know, doing what they know and love best. It is required reading for business leaders seeking to stay informed, as well as the professionals charting the nation's economic course.

Its targeted distribution ensures Business Focus reaches those who make a difference and want to stay informed.

The magazine has been on the Antiguan market since November 2002, and continues to evolve with today's business trends.

Business Focus is just one of the products of Regional Publications Ltd, the Antiguan Company which also produced the Antigua and Barbuda Telephone Directory since 2007. They also produce the Paradise Magazine & Map - a tourist publication.

Business Focus St. Lucia, a counterpart magazine, is produced by Advertising & Marketing Services Antigua Ltd.



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Advertising Rates

All prices quoted in EC\$. Net of Advertising Agency Commission

Position	1 issue	3 Issues (6months)	6 Issues (1year)
Inside Front Cover	\$2250	\$2000 per issue	\$1800 per issue
Inside Back Cover	\$2250	\$2000 per issue	\$1800 per issue
Outside Back Cover	\$2750	\$2500 per issue	\$2250 per issue
Full Page	\$2000	\$1800 per issue	\$1650 per issue
Half Page (vertical)	\$1250	\$1050 per issue	\$950 per issue
Half Page (horizontal)	\$1250	\$1050 per issue	\$950 per issue
Quarter Page	\$800	\$750 per issue	\$650 per issue
Advertorial	\$2500	\$2150 per issue	\$1950 per issue

Artwork Specifications

Accepted File Formats

Adobe Illustrator, Adobe Photoshop(psd, tuff, jpeg, .eps),

Preferable Disk Format:

CD, Zip, or Email (creative@amsantigua.com)
 (Please insure that artwork dimensions are correct and the file size remains at 300dpi at final size)

Ready to Print Artwork

Our file format for copy ready ad submission are Adobe Illustrator, Adobe Photoshop (psd, tiff, jpeg, eps), or Adobe Acrobat PDF file output set for high-quality, CMYK printing. All images should be a minimum of 300 dpi for optimum results. Fonts must be outlined (such as in the case of Adobe illustrator) with a **minimum point size of 8pt.**

Artwork to be created by our Studio:

- A complete clear brief of the expected final product (including size information)
- Presenting a sample or a rough sketch of the expected finished job is preferred.
- Text: (the copy of the Ad/Poster/Brochure, etc) to be supplied either as a word document or in print.

Sending files

We are happy to receive digital files via e-mail: creative@amsantigua.com. If you have a larger file and would prefer to post to our FTP site, please contact us for connection information

Ad Dimensions

Magazine
 trims to
 8.5" x 11"

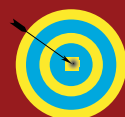
Full Page
 Bleed
 8.75" x 11.25"

Full Page
 Non-bleed
 7.5" x 10"

1/2 Page
 Horizontal
 7.5" x 5"

1/2 Page
 Vertical
 3.5" x 10"

1/4 Page
 Vertical
 3.5" x 5"



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Advertising Terms and Conditions

All orders for advertisement placement must be in written contract form or a signed letter on company letterhead by the agency placing the advertisement. For in-house advertising where no agency is involved, the orders must be in written on a contract form or a signed letter on the advertiser's company letterhead. Verbal reservations, orders or cancellations are not accepted. All written orders must follow the stipulations below:

- Orders must specify the issues, ad size, color and rates.
- All advertising rates as stipulated on the contract are net of agency commission.
- Placement of an insertion order with the publisher shall mean acceptance of all the terms and conditions of this rate card.
- Disclaimers removing or limiting an agency's responsibility for payment, or any other terms in conflict with this rate card, are not accepted.
- Agency waives any defense of sequential or conditional liability to timely payment.
- Any special placement orders positions specified on contracts or orders, except covers, shall be considered requests only unless the advertiser has paid the special placement fee.
- Execution of an order is subject to publisher's approval of copy, including display, text and illustration.
- Cancellations or changes will not be accepted after the published closing dates for each issue.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- Publisher is not liable for delays in delivery and/or non-delivery by reason of events beyond publisher's control.
- All advertisements that are accepted and incorporated into publisher's completed product are inserted on the representation that the advertiser and agency are properly authorized to publish the entire contents and subject matter thereof. The advertiser and agency indemnify and save publisher harmless from and against any loss or expense arising out of publishing that advertisement, including, but without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof.
- Any insertion of advertising made by the agency represents an acceptance by the agency and the advertiser of all the conditions of the rate card applicable to the issue in which the insertions are published.

Contact Us

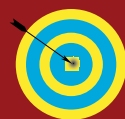
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For Information including Advertising Rates on Business Focus St. Lucia and Business Focus Trinidad & Tobago please contact the following offices:

St Lucia
 Advertising & Marketing Services (AMS)
 John St, La Clery,
 Casteries,
 St. Lucia
T: 758.453.1149
F: 758.453.1290
E: lokesh@amsstlucia.com
E: cheryl@amsstlucia.com

Trinidad & Tobago
 Advertising & Marketing Services (AMS)
 4 Murray St,
 Woodbrook
 Trinidad
T: 868.624.5659
F: 868.628.4476
E: darren@amstt.com
E: lisa@amstt.com



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Window of Opportunity
 Gale Force Revives Manufacturing Sector

Young Entrepreneur
 won "Split" Philip

ACT-Online
 Introduces Wireless Internet

Kennedy's Club
 Turns 40

BUSINESSFOCUS
 Issue 2 • January / February 2003

MANY HAPPY RETURNS
 Dennis Ward's Spectacular Success

Young Entrepreneur
 Wins "Split" Philip

Tourism Ministry Will Be
 Operating in 2003

Sports, Tourism &
 Physiotherapy Focus

Job Read Short

Antigua - A Playground
 A Place to Spend, Not Earn

BUSINESSFOCUS
 Issue 3 • March / April 2003

Strength in Numbers
 U.S. Firms Find Collective Economic

Selling Week
 Measuring the economic impact

National Parks' balancing act

Social Security turns 30!

Weather Resistant
 Hugh Balling, The Sailor for all seasons

BUSINESSFOCUS
 Issue 4 • July/August 2003

BOY MONEY
 Building a Top Team

CREDIT UNIONS
 A Value Alternative

DYNAMIC DONNA CHAI
 Young Entrepreneur

YOUR GUIDE TO
 RETIREMENT PLANNING

the POWER

BUSINESSFOCUS
 Issue 5 • Oct/Nov 2003

AT JOLLY HARBOUR
 8 Tastes in Village

Marioneth A. Gomez
 A NEW PAGE IN
 HEALTHCARE COVERAGE

BUSINESSFOCUS
 ANTIGUA & BARBUDA
 Issue 6 • February 2004

FIRST AMONG EQUALS
 George Ryan stays a step ahead

Lello Louches Labels
 OSM on Interiors

A Castle by any size
 Electrical Engineer
 Blows Fuses

BUSINESSFOCUS
 ANTIGUA & BARBUDA • Issue 7 • December 2003

DIAMOND BRIDAL
 Wedding and Wedding Planning

RUGAL EXPRESSIONS
 How to Get Started

Address Post Your Website, e-Commerce

BEST CELLARS
 For wine Segments when
 Pre-Registered Agreement

Real Estate Agents' Special

BUSINESSFOCUS
 Issue 8 • April 2004

Shattering the GLASS CEILING
 Old Boys Club No More

PLUS: Board of Edu
 Celebration of B...

BUSINESSFOCUS
 ANTIGUA & BARBUDA
 Issue 9 • March 2004

LOVE OF CARS
 A Great of
 Robison
 A Gas Station Giant
Car Talk
 Honey, Madred, Ryan and Bocco

BUSINESSFOCUS
 ANTIGUA & BARBUDA
 Issue 10 • April/July 2004

Sports & Tourism
 A Win-Win for the high-end and

Major Challenges
 in Facing the 21st Century

Jolly Beach Resorts
 Building Sports and Tourism

Hand in Hand
 Getting the Calculating Combination

BusinessFocus
 Issue 11 • May/June 2004

BUILD A BEAUTIFUL SMILE
 DAVE RAY
 A NY SUCCESS STORY

20th
 Tissue

NOREEN PHILLIPS
 Makeup, Spa, Manhattan

Glenette Francis'
 LASTING BEAUTY

BusinessFocus
 Issue 12 • July/August 2004

ACT
 Keeping Pace
 With Technology

Parenting Your Child's Internet Access

THE AGIG
 Going for the Green

HOW TO USE THE MEDIA
 FROM ZALTO ABS

10 HOLIDAY
 YOUR CO...

BusinessFocus
 Issue 13 • September 2004

Marlon Rawlins
 RBTT COUNTRY
 MANAGER

Generation Next
 DADLI DESIGNS

SJA: NURTURING LEADERS

A CLEAN SWEEPING INVESTMENT

A GUIDE FOR YOUNG ENTREPRENEURS

BusinessFocus
 Issue 14 • October 2004

Rosie McMaster
 Keeping Things Spicy

WHO'S CATERING
 Your Next Event?

THE EPICUREAN
 Keeping It Fresh

Special Supplement
APRIL Collaborative
 35 Years

BusinessFocus
 Issue 15 • November 2004

Dr Sir Prince Ramsey
 Moving Melody
& Medicine

Medpath Clinical Lab

HIV
 In The Workplace

BusinessFocus
 Issue 16 • December 2004

TOWNHOUSE MEGA STORE:
 Built On Traditions

DMV
 Into Your Dream