

REGULAR PLACEMENTS

	Regular Price
Full Page, Full Color	40,000
Double page spread	75,000
Outside Back Cover (OBC)	55,000
Inside Front Cover (IFC)	50,000
IFC Spread	95,000
Inside Back Cover (IBC)	48,000
2/3 Page (Vertical)	30,000
1/2 Page	25,000
1/3 Page	20,000
1/4 Page	15,000

PREMIUM PLACEMENTS

Center Spread	110,000
Section Sponsorship*	200,000

*6 Footer ads, DL, 2 advertorial Page, 1 full page ad

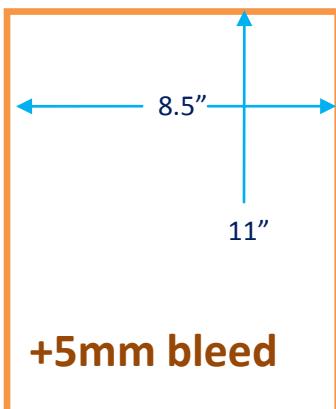
CLASSIFIED ADS

1/2 Page	20,000	
1/4 Page	15,000	
1/8 Page	12,000	
Small Box Ad	10,000	
Mini Box Ad	8,000	
Directory Listing	1 issue	4,000
	4 issues	8,000



Advertising Details

MATERIAL AD SPECIFICATIONS



A one full page, full color ad's size is **8.5x11 inches**.

Add **5mm on all sides for bleed** after the trim.

The file must be at least **300 dpi** in resolution.

Preferred format is **TIFF (CMYK mode only)**.

Contact Details

Meliza Tadena

Mobile: 0926 728 2787 Tel. No: 542-2718/ 542-2018
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info@dentaltravel.com.ph

Magazine Details

CIRCULATION

15,000 with an estimated passed-on readership of 10x here and abroad

DISTRIBUTION

In the Philippines, available to newly-arrived OFWs & Foreign travellers at Manila International Airport & Duty Free Philippines, aside from being distributed at selected hotels and resorts, restaurants, cafés, spa, salon, banks and clinics.

International Circulation includes complimentary copies at the lounge area of the Philippine consulate in 83 Countries! Aside from that, it is also available at selected Filipino stores at United Kingdom, Toronto Canada, Alberta Canada, Maryland US, Washington DC, Wellington New Zealand, Miyagi Prefecture Japan, Doha Qatar, Dubai UAE and Victoria, Australia and lots more.

FREQUENCY

DentalTravel, the first dental health, overall wellness, travel and lifestyle magazine for OFWs & Filipino expats from around the world is published quarterly.

SIZE

8.5 x 11 inches (Saddle Stitch, C2S 80)

COVER PRICE

Free!! Thus, there will be a **maximum exposure** of your brand to our **affluent readers**.

WEBSITE

DentalTravel is complemented with an online edition through www.dentaltravel.com.ph.

Target Market ✈

PRIMARY : Expats, OFWs, balikbayans and foreign travelers. They are our captive readers, the millions of returning Filipinos from USA, Canada, Europe, Middle East, Asia and other parts of the world.

SECONDARY : Locals and expats here in the Philippines

SOCIO-ECONOMIC CLASS : ABC1

- ➔ They have strong need for information on oral health, beauty, overall health & wellness, and travel hotspots & trends.
- ➔ They have a disposable income of Php25,000-P150,000 a month.

TERMS AND CONDITIONS

1. **Fifty percent (50%) deposit** upon signing of contract, balance is payable upon publication (*except for directory listing which must be paid in full cash*).
2. Settlement of all transactions, whether cash or barter must be made within 15 days after publication to avoid surcharge or penalties.
3. Payment of cash contracts should only be on check payable to **ELAMA PRINTS AND PUBLICATIONS**.

PRINTS AND PUBLICATIONS.

4. A Php5,000.00 penalty will be charged every time a check is returned.
5. Any and all errors in advertising must be brought to the attention of the management of Elama Prints and Publications (EPP) by the client immediately after the publication of the first issue. This must be done in writing only. Should client fail to inform EPP about any error in their ad after the initial issue, the client agrees not to hold EPP liable for the error and therefore agrees to pay for the entire cost of all ads ran.

GENERAL CONDITIONS

Publisher reserves the right to reject or cancel any advertisement, and further reserves the right to cancel space reservation any time. Cancellations or changes in orders may not be made by advertisers or its agency after the regular deadline. Publisher shall have no liability for costs or damages if for any reason it fails to publish an advertisement; or for typographical error that occurs, if it affects the value of the ad. However, advertisers should check their ad when it first appears, as adjustment for errors is limited to the cost of that portion of the first insertion only. Elama Prints and Publications should be notified immediately of any error.

TECHNICAL SPECIFICATIONS

Ad material should be a digital file in actual printing size, **TIFF format, 300 dpi, CMYK** (color corrected) (RGB files are not acceptable) and **5mm bleed**. Magazine size: 8.5" x11" folded, 17" x 11" spread, Saddle stitch Template Deadline: **every 10th** of the month prior to next issue