



**Caribbean Tourism Organization  
Website Advertising Policy for OneCaribbean.org**

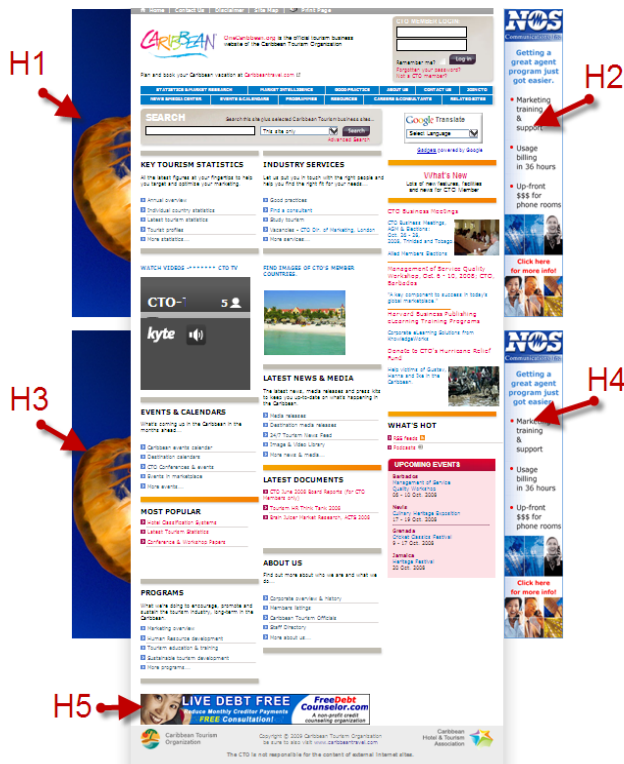
The Caribbean Tourism Organization is now offering the opportunity to advertise on its membership website, at <http://www.onecaribbean.org>.

Each month, the website on average, receives 63,000+ page impressions; 31,000+ visitor sessions, half of which are unique and who spend on average 25 minutes on the site.

OneCaribbean.org has a Google PageRank of 6. There are more than 15,000 downloads of the top 20 files on the site monthly.

The information below details the website advertising policy, including location, specifications, and cost.

**Home page** - There are five ad spots on the homepage: two skyscraper banners (120x600) on either side of the main text and one horizontal banner (468x60) at the bottom of the page.



**Advertising Rates for Home Page Ads**

**Home Page Skyscraper (H1-H4) (120x600)**

- 1 month - \$300 monthly**
- 6 months - \$280 monthly**
- 12 months - \$250 monthly**

**Home Page Horizontal Banner H5 (468x60)**

- 1 month - \$275 monthly**
- 6 months - \$255 monthly**
- 12 months - \$240 monthly**

**Inside Pages** – There are five ad spots on each Inside/Secondary page: two skyscraper banners (120x600) on either side (top & bottom) of the site body and one horizontal (468x60) at the bottom of each page.



**Secondary Page Skyscrapers (S1-S4)**

- 1 month - \$250 monthly**
- 6 months - \$230 monthly**
- 12 months - \$215 monthly**

**Secondary Page Horizontal Banner (S5)**

- 1 month - \$275 monthly**
- 6 months - \$205 monthly**
- 12 months - \$190 monthly**

**No refunds will be issued for advertising space already booked.**

## Size/format: Image, Flash and Silverlight

- Ads may be image, flash or Silverlight.
- Each ad will have a direct link to the advertiser website and will open in a new window.
- Tiles need to conform to the standard pixel dimensions for each size ad. Image ads are to be in JPEG or GIF format, and 15 KB or less.
- Ads may not have transparent backgrounds and may never blend into the screen content.
- Animation does not have a loop maximum, but total animation time for all loops combined cannot exceed 15 seconds. Animation on rollover is allowed, as long as the animation stops as soon as the user rolls off the ad. A backup GIF must be supplied.

## Payments



- CTO accepts payment online via [www.2Checkout.com](http://www.2Checkout.com), a trusted international online payment solution and authorized reseller for thousands of tangible and digital products and services. In 2008, 2CO serviced over 2.6 million buyers for a total of over \$213 million USD in sales. The site serves of an average of over 9 million page views per month.
- **Terms of Payment:** Payment in full is due with advertisement, 10 working days (2 weeks) prior to placement. For example, in order to start in the ad rotation for July 1, ad copy and payment are required by June 15<sup>th</sup> .
- **Advertisers will be provided the link to pay for ad spots at the time of booking.**
- **Discounts:** No Agency discounts.

For further information on availability or to order an ad, contact Sharon Coward at 246-427-5242 or email [onecaribbeanads@caribtourism.com](mailto:onecaribbeanads@caribtourism.com) or [scoward@caribtourism.com](mailto:scoward@caribtourism.com).

## Web Site Display Advertising Sizes and Locations

**Size: Standard IAB Horizontal Banner Ad:** 468 x 60 pixels; maximum file size 15 Kbs

**Number of ad spots:** 1 on homepage, 1 on all secondary pages (all pages except HomePage)

**Location: Bottom Home Page & Secondary Pages**

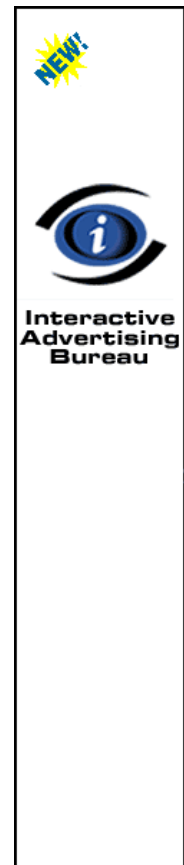
**Standard Banner - 468 x 60 Pixels - 15K Max.**

Ad occupies bottom center of homepage under the categories About Us and Programs. On the Inside pages, the banner is visible at the bottom of the page under the main text.

**Size: Standard IAB Vertical Skyscraper Ad:** Size: 120 x 600 pixels; maximum file size 15 Kbs

**Number of ad spots:** 4 on Homepage; 4 on all secondary pages

**Location:** top left and right and bottom left and right sides of the site body



## Display Advertising Policies and Terms

- **Ad rotation:** New ads are placed the first of each month.
- **Per Month** denotes a calendar month, regardless of the number of days therein
- **Changes to Ads:** Ad Content may be changed as needed without charge, limited to two changes per month. Ad sizes may not be reduced during the contracted period. No refunds will be issued for reductions in time booked and paid for, for display advertising. To increase advertisement size or frequency during a contract period, contact Sharon Coward at scoward @ caribtourism.com or call CTO at 246-427-5242.
- **Priority of Placement:** Ads are placed as received with Placement Priority being given to longer contracts and repeat clients at the earliest possible opportunity.
- Advertisement for the same slot will be accepted on a first-come-first-serve basis.
- Annoying or distracting animations will NOT be accepted.
- No Java or interactive ads will be accepted.
- No deliberately deceptive ads (which impersonate Windows Dialog Boxes, etc.) will be accepted.
- All Ad copy will be stored and served from our web server.
- Alt Text is limited to 60 Characters.
- All website advertising is subject to CTO's approval before acceptance. CTO reserves the right to reject any ad for any reason and will not accept advertising that it feels detracts from the image of CTO, competes with CTO products or services, is offensive to its members, makes derogatory or offensive statements, or detracts from the mission of CTO.
- No refunds or reductions will be issued once an ad has been published.
- The advertiser or authorized agency must forward all material to the Caribbean Tourism Organization in accordance with the deadline schedule and current rate card.
- Advertisements and banners cannot be run without an insertion order or advertising contract.
- No cancellations are accepted after the closing date for space.

- The opportunity to make revisions is not guaranteed for material received after the closing date for ad/art.
- The Caribbean Tourism Organization does not guarantee any given level of click through or readership for a banner, text link or other online advertisement.
- Advertisers and advertising agencies assume liability for all content, including text and illustrations of banners or advertisements, and also assume responsibility for any claims arising therefrom made against the Caribbean Tourism Organization including costs associated with defending against such a claim. The advertiser and advertising agency agree to hold the Caribbean Tourism Organization harmless for any claims made against it by reason of advertiser's advertisement.
- The Caribbean Tourism Organization reserves the right to insert the word "advertisement" above or below any copy.
- The Caribbean Tourism Organization shall be under no liability for its failure, for any cause, to insert a banner or advertisement or for any error in any advertisement.
- Cancellations, changes, or corrections must conform to published deadlines.
- The Caribbean Tourism Organization does not assume any liability for the return of any material in connection with advertising unless specific written request is received to hold such material subject to order for a period not exceeding 60 days.
- Agreements, conditions, rates, or regulations not set forth or described here or in the current rate card will not be binding. The Caribbean Tourism Organization retains sole authority regarding the placement of all advertisements.
- On-line advertisers are urged to link advertisements to their home page. Detailed product descriptions and pricing information are prohibited. Buyers Guide advertisements may link to any area of the advertiser's Website, as specified by the advertiser.
- The Caribbean Tourism Organization has no financial liability of any kind to advertisers (including no obligation to refund any portion of any advertisement payment) in the event the Caribbean Tourism Organization Corporate website at [www.onecaribbean.org](http://www.onecaribbean.org) cannot be accessed by any person for any reason, including periodic maintenance and hardware or software failures.

## **Glossary**

\***Pageview:** a request to the web server by a visitor's browser for any web page; this excludes images, javascript, and other generally embedded files types.

\* **Hit:** simply any request to the web server for any type of file. This can be an HTML page, an image (jpeg, gif, png, etc.), a sound clip, a cgi script, and many other file types. An HTML page can account for several hits: the page itself, each image on the page, and any embedded sound or video clips. Therefore, the number of hits a website receives is not a valid popularity gauge, but rather is an indication of server use and loading.

\* **Visitor Session:** Any user visiting a site any one time

\* **Unique visitor session:** a unit of traffic to a Web site, counting each visitor only once in the time frame of the report. Any one visitor coming to a site any number of times in the time period - a person who visits a website 30 times in a month, counts as one unique visitor.