



**CARIBBEAN ASSOCIATION OF NATIONAL
TELECOMMUNICATION ORGANISATIONS**



ADVERTISING PROSPECTUS 2008

Monday, October 29, 2007

**#67 PICTON STREET, NEWTOWN
PORT OF SPAIN
TRINIDAD & TOBAGO W.I**

Tel: (868) 622-4781, or 622 – 3770, or 622- 0929

Fax: (868) 622-3751

E-mail: cramlal@canto.org

CARIBBEAN ASSOCIATION OF NATIONAL TELECOMMUNICATION ORGANISATIONS

ADVERTISING PROSPECTUS 2008

Introduction

The Caribbean Association of National Telecommunication Organizations (CANTO) is an internationally recognized trade association that serves a significant proportion of telecommunication organizations in the Caribbean. With ninety (90) member companies in over thirty-two (32) countries, and affiliations with the ITU, CITEL and CTU, CANTO provides an important forum through which telecommunication organisations exchange information and share expertise.

Telecommunication companies will find the Caribbean region to be a fertile ground for innovation, growth and development. In the highly competitive market of telecommunications, equipment manufacturers and service organisations will recognise the benefit of advertising in the Association's publications that enjoy a wide circulation in the Caribbean and across the globe at competitive rates.

CANTO has three comprehensive publications that are widely distributed in the Caribbean, Latin America, and as far afield as Canada and Europe. Among our loyal readers are the decision-makers in our member organizations, government telecommunication ministers, Regulatory bodies, Policy-makers, the academic fraternity and people with interests in the Caribbean telecommunications market.

Our publications are: -

- CANCION - A quarterly telecommunications magazine.
- ANNUAL DIRECTORY - A Who's Who and fact sheet for the Caribbean telecommunication sector.

In addition to our print and electronic publications CANTO hosts a Web site which is the primary communication medium for our members and a valuable information resource for the Caribbean telecommunications sector and the general public.

We take this opportunity to invite you to advertise your company's products and services in the Quarterly CACION magazine, the Annual Directory and the CANTO Website.

In order to assist you in selecting the format that is right for your organization, included in this advertising package is detailed information on the publications, advertising formats and rates.

Please take the time to peruse the various options. CANTO marketing personnel Ms Carmen Ramlal, will be available to discuss your advertising objectives and provide any further information that you may require.

We take this opportunity to assure you that your message through our publications will reach the right audience.

Regenie F.Ch. Fraser, MA
Secretary General

**ADVERTISING IN CANTO'S
CANCION MAGAZINE**

The “CANCION” Magazine

CANTO’s Cancion is the only telecommunications magazine produced in the Caribbean. A quarterly publication, the aim of the magazine is to provide current news and features on topics affecting the Caribbean and Latin American telecommunication sector.

Specifications for Artwork

The Artwork must be colour separated with colour keys, right-reading, emulsion side down. All negatives must be 133 Lines Per Inch (LPI) High Quality. *In the absence of a colour proof CANTO will not be held responsible for any distortion in the colour or printing of the ad.*

Artwork must be provided in accordance with the specifications stated hereunder.

AD FORMAT	DIMENSIONS (inches)	
	Width	Length
Finished Book Size	8.5	11.0
Full Page Bleed Ad	9.0	11.5
Full Page Standard Ad	7.5	10.5
Half Page Standard Ad	7.5	5.25
Half Page Bleed Ad	9.0	5.5
Centre-Spread Bleed Ad	11.5	17.5
Centre-spread Standard Ad	10.0	16.0

Please refer to Appendix 1 illustrations of the above formats.

Failure to comply with these specifications will result in a twenty percent (20) % charge for in-house re-working of your submission.

Submission of Artwork / Publication Due Date

Deadlines	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Submission of Artwork	20 th February, 2008	15 th April, 2008	28 th August, 2008	15 th November, 2008
Publication Due Date	22 nd March, 2008	13 th May, 2008	23 rd September, 2008	13 th December, 2008

Advertising Rates

Following are the rates for the available advertisement formats.

ADVERTISEMENT	COLOUR (\$US)	BLACK & WHITE (\$US)
Inside Front Cover	3,000	2,700
Inside Back Cover	3,000	2,700
Outside Back Cover	3,500	3,200
Center-spread	4,000	3,500
Half Page Spread	2,000	1,500
Full Page	2,400	2,000
Half Page	1,200	1,000

Invoicing / Payments

A fifty (50%) deposit is required with your signed agreement.

CANTO will subsequently issue an invoice for the full amount along with your receipt on your deposit. The invoice must be made payable within thirty (30) days of the date of the invoice.

Entitlements

Copies of each publication will be provided in accordance with entitlements listed hereunder.

ADVERTISEMENT	ENTITLEMENT (Number of Copies)
Inside Front Cover	5
Inside Back Cover	5
Outside Back Cover	5
Centre-spread	5
Half Page Spread	3
Full Page	3
Half Page	2

ADVERTISING IN CANTO'S ANNUAL DIRECTORY

The Annual Directory

This publication is essential reference for any one with an interest in Telecommunications in the Caribbean. It is a “Who’s Who” for the telecommunications sector in the region and provides information on our ninety (90) members, Government Officials, Regulatory Bodies and statistics for Caribbean telecommunication networks.

Specifications for Artwork

- x The Artwork must be colour separated with colour keys, right-reading, emulsion side down. All negatives must be 133 Lines Per Inch (LPI) High Quality.
In the absence of a colour key CANTO will not be held responsible for any distortion in the colour or printing of the ad.

- x A ¼ inch space allowance must be left for the gutter so type will not be hidden

Artwork must be provided in accordance with the specifications stated hereunder.

AD FORMAT	DIMENSIONS (Inches)	
	Width	Length
Finished Book Size	7.5	9.5
Full Page Bleed Ad	8.0	10.0
Full Page Standard	7.0	9.0
Half Page Standard Ad	4.25	6.5
Half Page Bleed Ad	5.0	8.0

Please refer to Appendix 1 for illustrations of the above formats

Failure to comply with these specifications will result in a twenty percent (20%) additional charge for in-house re-working of your submission.

Submission of Artwork/ Publication Due Date

DEADLINES	Directory 2008
Submission of Artwork	20 th April, 2008
Publication Due Date	13 th May, 2008

Advertisements Rates

Following are the rates for the available advertisement formats.

ADVERTISEMENTS	COLOUR (\$US)	BLACK & WHITE (\$US)
Inside Front Cover	3,500	3,000
Inside Back Cover	3,500	3,000
Outside Back Cover	4,500	4,000
Full Page	2,800	2,500
Half Page	1,400	1,000

Invoicing / Payment

A fifty (50%) deposit is required with your signed agreement.

CANTO will subsequently issue an invoice for the full amount along with your receipt on your deposit. The invoice must be made payable within thirty (30) days of the date of the invoice.

Entitlement

Copies of each publication will be provided in accordance with entitlements listed hereunder.

ADVERTISEMENT	ENTITLEMENT (Number of Copies)
Inside Front Cover	5
Inside Back Cover	5
Outside Back Cover	5
Full Page	3
Half Page	2

ADVERTISING IN CANTO WEBSITE

Canto Website offers a comprehensive and detailed outlook on the latest trends and development in the telecommunications industry within the Caribbean and by extension the rest of the world. The Website was designed by our member for our members

There are two types of Advertisements

Fixed - Those are advertisements which do not typically move

Rotary – These advertisements rotate with a 10 second intervals between advertisements

There are 3 locations for advertisements on the CANTO website.

The top right panel – Rotary Advertisements

The left side panel – Fixed Advertisements

The Market Place section- Expandable Fixed Advertisements

Rotary Advertisements

- x Advertisement will be placed for a minimum of one month and a maximum of one year
- x Artwork must be submitted seven (7) business days before intended published date
- x Art Work must measure 155 x 130 and may be sent in gif, pdf or jpeg format
- x Advertisement will be hyperlinked to advertisers' website

Fixed Advertisements

- x Fixed Advertisements will be uploaded on a first come first serve basis due to limited spots
- x Advertisement will be placed for a minimum of one month and a maximum of one year
- x Artwork must be submitted seven (7) business days before intended published date
- x Art Work must measure, 155 x 130 and may be sent in gif, pdf, jpeg format
- x Advertisement will be hyperlinked to Advertisers' website

Market Place

The CANTO Market Place is a platform where our members and service providers can meet, network and even conduct business. This area allows us to promote our member's products and services to the entire universe.

- x Fixed Advertisements will be uploaded on a first come first serve basis due to limited spots
- x Advertisement will be placed for a minimum of one month and a maximum of one year
- x Artwork must be submitted seven (7) business days before intended published date
- x Art Work must measure, 180 X 223 and may be sent in gif, pdf, or jpeg format
- x Advertisements may be hyperlinked to advertiser's website or expanded to a larger advertisement upon mouse click.

WEB SITE ADVERTISING RATES

WEB ADVERTISING		
TYPE	DURATION	PRICE(US\$)
Fixed Ad- Market Place	One (1) month	150.00
	Three (3)months	400.00
	Six (6) months	765.00
	One year	1,450.00
Fixed Ad- Side Panel	One (1) month	200.00
	Three (3)months	500.00
	Six (6) months	960.00
	One year	1,800.00
Rotary Ads	One(1) month	100.00
	Three (3)months	270.00
	Six (6) months	510.00
	One year	960.00

ADVERTISING IN CANTO'S PUBLICATIONS

Bulk Advertising Rates

Advertising in four (4) issues of the CACION magazine together with the Annual Directory will entitle you to a fifteen percent (15%) discount and the opportunity to feature an article in each magazine.

Web Advertising

The following table includes bonus website advertising for bulk periodical advertising. .

PACKAGE ADS

PERIODICAL	PACKAGE	DURATION
Cacion		
4 full page Ads (color)	Four (4) Static Ads Market Place	1 month each
	One (1) Rotary Ad	1 month
Center Spread	One (1) Static Ad Market Place	1 month
Newsletter		
6 full page color ads	One (1) Rotary Ad	1 month
Directory		
1 inside back cover	One (1) Static Ad Market Place	1 month
1 outside back cover	One (1) Static Ad Market Place	1 month
	One (1) Rotary Ad	1 month

Ad Location

Advertisers should indicate in writing the preferred location for their Ads. Every attempt will be made to satisfy the request.

Airway Bill

Please list the commercial value of the artwork as US one dollar (US \$1:00) on the airway bill.

Penalties

Failure to comply with the specifications for artwork will result in a twenty percent (20%) charge for in-house re-working of your submission.

Payment

Cheques are to be made payable to CANTO and forwarded to the CANTO Secretariat for the attention of Mr. Jimmy Rodrigues- Finance Manager via courier.

Contact Information

Following are the names and Contact information for CANTO personnel with whom you may discuss your advertising needs.

Advertising

Ms. Carmen Ramlal
Administrative Assistant Marketing
Tel: (868) 622 - 4781
Fax: (868) 622 -3751
E-mail: cramlal@canto.org

Invoicing & Payment

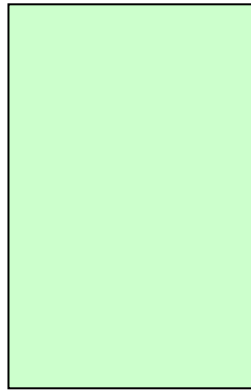
Mr. Jimmy Rodrigues
Finance Manager
Tel: (868) 622 - 5582
Fax: (868) 622 -3751
E-mail: jrodrigues@canto.org

Address of the CANTO Secretariat

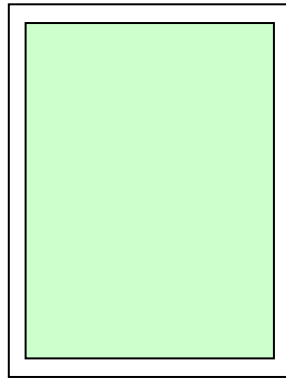
67 Picton Street
Newtown
Port of Spain
Trinidad & Tobago
West Indies
<http://www.canto.org>

Appendix 1

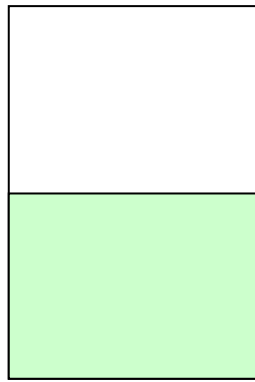
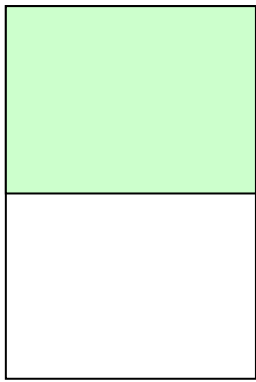
ADVERTISING FORMATS



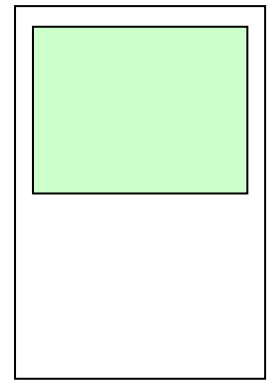
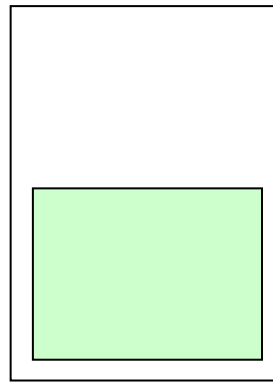
Full Page Bleed Ad



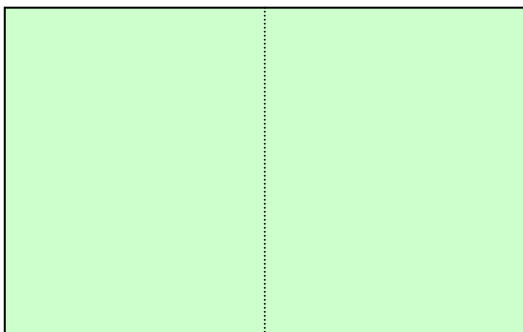
Full Page Standard Ad



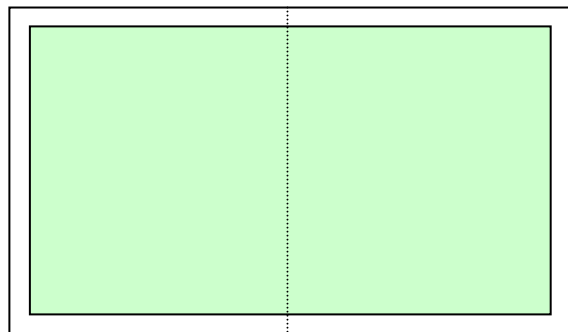
Half Page Bleed Ads



Half Page Standard Ads



Centre Spread Bleed Ad



Centre Spread Standard