



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, nautou (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 luluk (a local version of the meat pie) can be tried at the local market for about 150v to 250v.

BARNS AND BISTROS

- 1. **Anchor Bar & Bistro** is well known for its Venetian and a special offering including pizza, Tel. 24053 or email: info@anchorbar.com.vu
- 2. **Bonny** Across the road from the Grand Hotel, as their name suggests, they serve their own excellent Bonny Bonny Beef and the local food. Tel. 25256 or email: info@bonny.com.vu
- 3. **Bandera Bar & Restaurant** Located near Tongo Village in the newly built area for eat and drink with great food. Tel. 25870 or email: banderabar@banderabar.com.vu
- 4. **Wahoo Bar and Restaurant** Out of town 30 min drive north of the airport near KoroKoro, Grand Hotel area. Tel. 776224. 88
- 5. **The House of Beef** Located out of town near the Golf Course, this has the best experience in a unique Wall Cloney style. Tel. 24053. 88
- 6. **Waterfront Bar & Grill** Right in town, the local market. Tel. 24053 or email: waterfront@waterfront.com.vu

CAFES

- 1. **Le Pêcheur** Mignon For a glass of real French pastries. Tel. 2222 or email: [lepecheur@lecheur.com.vu](mailto:lepecheur@lepecheur.com.vu)
- 2. **Bar Hat Cafe & Bar** Located at The Island Resort, there is a lounge for you to relax and enjoy the food and beverage on the island. We recommend their Vanilla Tiramisu. Tel. 25288 or email: info@barhat.com.vu

NATURE, ADVENTURE AND CULTURE Day tour guide

ABSEILING Edge Adventure +878 2532	CLIMBING Rocky Paradise +878 553420	BUGGY TOURS Pigeon Hole +878 2571	OFFROAD ADVENTURE Secret Coastline +878 25249	CULTURE TOUR Secret Coastline +878 25227	DAY CRUISES Compass Day Cruise +878 25220 Performance Marine Sailing Charters +878 770228	CYCLING Eco Tours +878 558220	ECO TOURS Eco Tours +878 558220 Emergent Tours +878 25220	FISHING Lalapa Water Tours +878 776224 Sport Fish Vanuatu +878 552022/1	PARASAILING Port Vila Parasailing +878 774	SCUBA DIVING Big Blue +878 27338 Nautou Management +878 2522 Dive at President's College 81 Miles Ocean Dive +878 2522	SEA PLANE Vanuatu Sea Planes +878 2522 SHORELANDING Big Blue +878 27338 Harangulity Dive +878 2522	TANAKA VOLCANO Unity Airlines +878 2522	UNDERWATER POOL Honeycomb Beach +878 2522	VOLCANO FLIGHT Air Safari +878 776224 Unity Airlines +878 2522	WATERFALL TOUR Eco Tours +878 558220 Emergent Tours +878 25220	WATERFALL TOUR Eco Tours +878 558220 Emergent Tours +878 25220	WATERFALL TOUR Eco Tours +878 558220 Emergent Tours +878 25220
--	---	---	---	--	--	---	--	--	--	---	---	---	---	---	---	---	---

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

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

What to do MARCH 2012 ISSUE 37

Stay in touch with a Digicel Tourist SIM

Keep in touch with family and friends back home!

March explodes into life
Tanna's Yasur volcano hots up

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

Waterfront Real Estate / Vanuatu
"Your life investment in paradise."

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

100m villa for sale + luxury residence **650,000 AUD**

Commercial business build **210,000 AUD**

Francisca Grollo +678 7719898 franciscag@waterfront.com.vu

Jack D'Im +678 7750099 jackd@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	253 x 386	—	—
1/2 page	vt20,000	vt27,500	253 x 188	—	—
1/4 page	vt12,500	vt17,500	122 x 188	—	—
1/4 page strip	vt12,500	vt17,500	253 x 90	—	—
1/6 page	vt10,000	vt14,000	122 x 114	—	—
1/8 page	vt7,500	vt10,500	122 x 90	—	—
1/8 page strip	vt7,500	vt10,500	253 x 40	—	—
1/12 page strip	vt6,000	vt8,500	122 x 58	—	—
1/12 page	vt6,000	vt8,500	78 x 90	—	—
1/16 page	vt5,000	vt7,000	122 x 40	—	—

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.

Contacts

Peter Stadly / Serah Taravaki

phone: +678 23224 mobile: +678 7779671 fax: +678 24111 email: whattodo@dailypost.vu