

PORTABLE INFO FOR YOUR POCKET

What's new in 2017?

The season for **bermuda.com to-go!** runs for a year, from April 2017 to March 2018

A few facts you should know

- Hand crafted display boxes can feature mini and maxi fliers for over 70 businesses
- Visitors pick up an average of 130,000 of our to-go! fliers every month, which means we reach many Island visitors every year!
- Available at 30 locations island-wide including restaurants, hotels, airport, Dockyard and cruise terminals

MINI/POCKET FLIER

The Mini flier, also known as the pocket flier, is so convenient to visitors as it easily fits into their pocket or handbag.

They are a great way to offer visitors **discounts** and **incentives** to visit your business.

We print 20,000 Mini fliers per client, which means you get your advertising message out there 365 days of the year.

The Mini flier offers the visitor information on Bermuda in the form of entertainment, tours, fishing, dining, discounts and so much more.

MAXI FLIER

We can print up to 100,000 fliers for Maxi clients, choosing a package that best suits your budget and needs.

We make sure that every slot in every **bermuda.com to-go!** display box is topped up all year round so you don't have to worry about getting your message out there. The Maxi flier offers visitors valuable information in the form of guides, maps, schedules and discounts.

THE VALUE OF THE MINI & MAXI FLIERS IS:

- Guaranteed slot in the to-go box
- Services of coordinator who delivers the Maxis and restocks the to-go boxes on a weekly basis during the Summer and monthly in the Winter
- Warehousing of boxes of Maxis and Minis



bermuda.com to-go!

offers the visitor valuable information on Bermuda, in the form of maps, discounts, entertainment, dining, water sports and so much more. It has great information for our visitors in simple, handy pocket-size fliers, which act as a reminder of all the fun things to do and see while they are here.

Mini	Quantity	Print & Distribution
2" x 4.5"	20,000	\$1,350

Maxi	Quantity	Print & Distribution
2 pages (1 panel)	20,000	\$2,495
4 pages (2 panels)	20,000	\$4,750

Printing specifications

Closing date for bookings: March 3rd, 2017

Closing date for artwork submission: March 17th, 2017 to press

Printing: Offset litho

Paper: 170 GSM Gloss

Screen: 175

Ad sizes

	MAXI BLEED SIZE: 6.25" x 4.25"		MINI BLEED SIZE: 2.25" x 4.75"
	MAXI TRIM SIZE: 4" x 6"		MINI TRIM SIZE: 2" x 4.5"



All advertising should be provided in digital format

- Required format for black & white or 4-colour advertisements is hi-res Adobe Acrobat PDF file format (version 5.0 compatible) with all fonts and images embedded
- Embedded images must be a minimum of 266 ppi. Colour images must be CMYK
- A proof must accompany material
- No material will be returned unless requested in writing at time of placement

You will find bermuda.com to-go! boxes at various locations island-wide (subject to change) including most of Bermuda's major hotels and guest houses, Visitors Information Centres, cruise ship terminals, the airport, and other tourist attractions.

bermuda.com to-go! Locations

HAMILTON AREA

Visitors' Information Centre, Hamilton
 Flanagan's Irish Pub
 Island Tour Centre
 Rosemont Cottages
 Washington Mall (2)
 Botanical Gardens
 #6 Shed Hamilton

PAGET TO SOMERSET

Newstead
 Coco Reef Hotel
 Elbow Beach Hotel
 Coral Beach Club
 Horse Shoe Bay
 Fairmont Southampton
 Gibbs Hill Lighthouse
 The Reefs Hotel
 Pompano Beach
 Blue Water Divers
 Cambridge Beaches

The **bermuda.com to-go!** boxes fit into each location with style. The boxes are made with beautiful cedar or furnished in high gloss white paint, or to a colour to coordinate with the location. The boxes are kept topped-up with the re-stocking geared to the influx of visitors. This ensures that high turnover locations such as Dockyard are fully stocked to meet demand. Call today if you would like a to-go,

DOCKYARD

Clocktower Shopping Mall
 Bermuda Craft Market
 Cruise Terminal Passenger — King's Wharf
 Cruise Terminal Passenger — Heritage Wharf

SOUTH SHORE EAST

Crystal Caves
 Grotto Bay Beach Hotel

ST. GEORGE'S

Bermuda International Airport Arrivals Hall
 St. George's Club - Hotel Lobby
 Visitors Information Centre - Old Towne Square

NORTH SHORE

Bermuda Aquarium Museum & Zoo



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To-Go minis available for printing on Bermuda.com website www.bermuda.com