



# ADVERTISING PROSPECTUS 2017

*Tuesday, September 13, 2016*

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

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# ADVERTISING PROSPECTUS 2017

## Introduction

CANTO is an internationally recognized trade association that serves a significant proportion of telecommunication organizations in the Caribbean. With one hundred and thirty (130) member companies in over thirty-four (34) 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 two 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 Website which is the primary communication medium for our members and a valuable information resource for the Caribbean telecommunications sector and the general public.

We 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 & sales personnel Ms. Carmen Ramlal, will be available to discuss your advertising objectives and provide any further information that you may require.

We assure you that your message through our publications will reach the right audience.

Teresa Wankin  
Secretary General

## ADVERTISING METRICS

CANTO Publications enjoy a large pass-on readership in the office and the home that gives you, the advertiser, targeted audience of well over 25,000 persons in the ICT/telecommunications sector. Our readership includes business professionals, telecomm Operators and suppliers, C-Level managers, Telecoms technical experts, regulators, government ministers, high school and university students, Human Resource & Marketing, regional professionals from over 35 countries.

### **Cancion**

Published: Quarterly

Print: 1000 copies

Total Readers per Copy: 6

Digital Circulation Access – 10,000

### **Annual Directory**

Published: Annually

Print: 1000

Total Readers per Copy: 6

Digital Access 10,000

### **Annual Report**

Published Annually

Print: 200

Online Access: 10,000

### **Conference Program**

Published: Annually

Print: 500

Online Access: 10,000

### **Website**

Monthly Unique Visitors: 9,500

Monthly Page Views: 485,000

### **Database**

Unique Names: 10,000

Companies: 2500

### **Social Media**

Facebook Canto

LinkedIn CANTO Caribbean

Instagram CANTO\_ICT

Twitter @CANTO\_ICT

YouTube CANTO ICT

Website [www.canto.org](http://www.canto.org)

## 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 telecommunications sector.

### Specifications for Artwork

- The Artwork must be submitted via email in a jpg or pdf format using a high resolution.

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
Quarter Standard Ad	3.75	2.60
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 for 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	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Submission of Artwork	19 <sup>th</sup> February, 2017	15 <sup>th</sup> April, 2017	26 <sup>th</sup> August, 2017	18 <sup>th</sup> November, 2017
Publication Due Date	18 <sup>th</sup> March, 2017	10 <sup>th</sup> June, 2017	23 <sup>rd</sup> September, 2017	13 <sup>th</sup> December, 2017

*Disclaimer:*

*\*Dates subject to change*

## Advertising Rates

Following are the rates for the available advertisement formats.

<b>ADVERTISEMENT</b>	<b>COLOUR (\$US)</b>	<b>BLACK &amp; WHITE (\$US)</b>
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
Quarter Page	600	500

## 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.

<b>ADVERTISEMENT</b>	<b>ENTITLEMENT (Number of Copies)</b>
Inside Front Cover	3
Inside Back Cover	3
Outside Back Cover	3
Centre-spread	3
Half Page Spread	1
Full Page	2
Half Page	1

## 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 one hundred and ten (130) members, Government Officials, Regulatory Bodies and statistics for Caribbean telecommunication networks.

### Specifications for Artwork

- The artwork must be submitted via email in a jpg or pdf format using a high resolution.
- 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	11
Full Page Bleed Ad	8.0	11.5
Full Page Standard	6.5	10
Half Page Standard Ad	6.5	5
Half Page Bleed Ad	8	5.75

*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 2017
Submission of Artwork	22 <sup>nd</sup> April, 2017
Publication Due Date	30 <sup>th</sup> May, 2017

## Advertisements Rates

Following are the rates for the available advertisement formats.

<b>ADVERTISEMENTS</b>	<b>COLOUR (\$US)</b>	<b>BLACK &amp; WHITE (\$US)</b>
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.

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## Entitlement

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

<b>ADVERTISEMENT</b>	<b>ENTITLEMENT (Number of Copies)</b>
Inside Front Cover	3
Inside Back Cover	3
Outside Back Cover	3
Full Page	2
Half Page	1



## ADVERTISING ON 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 small fixed ads in a block located on the right hand of the page
- Banner Ad – Large ad which is located on the top of the home page

### Fixed Advertisements

- Fixed Advertisements will be uploaded on a first come first serve basis due to limited spots
- Advertisement will be placed for a minimum of one month and a maximum of one year
- Artwork must be submitted seven (7) business days before intended published date
- Artwork must measure 150 px (w) x 150 px (h) and may be sent in gif or jpeg format. The specs are measured in pixels.

### Banner Advertisements

- Banner Ads must measure 900 x 140 pixels and may be sent in gif or jpg format.
- Advertisement will be hyperlinked to Advertisers' website

## WEBSITE ADVERTISING RATES

TYPE	DURATION	PRICE(US\$)
Fixed Ad- Market Place		
	One (1) month	200.00
	Three (3)months	540.00
	Six (6) months	1,020.00
	One year	1,920.00
Banner Ad		
	One(1) month	1,500.00
	Three (3)months	1,350.00 per month
	Six (6) months	1,200.00 per month
	One year	1,000.00 per month

## Contact Information

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

### *Advertising/ Sponsorship/ Exhibition/ Membership*

Ms. Carmen Ramlal  
Administrative Assistant Marketing  
Tel: (868) 622 – 4781/ 622- 3770 / 622-0929  
Fax: (868) 622 –3751  
E-mail:cramlal@canto.org

Ms. Tricia Balthazar  
Service Development Manager  
Tel: (868) 622 – 4781/ 622- 3770 / 622-0929  
Fax: (868) 622 –3751  
E-mail:tbalthazar@canto.org

### *Invoicing & Payment*

Mr. Jimmy Rodrigues  
Finance Manager  
Tel: (868) 622 – 2402/ 622-4781  
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>