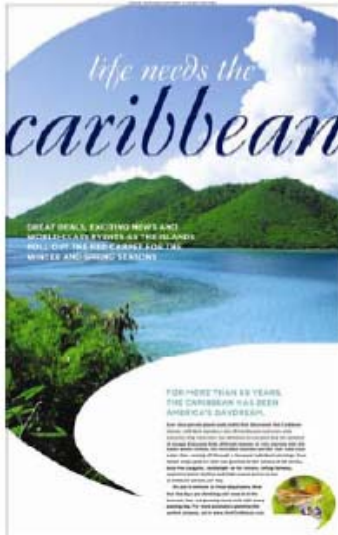


2010

Special Broadsheet Advertising Section
Appearing in The New York Times
February 25

Escape to the Caribbean and Bermuda



FOR MORE INFORMATION

Reserve your ad today and expect results: Please contact Matt Cooper, coopem@nytimes.com or call us at 305-379-1601.

To learn more about other advertising opportunities, visit: <http://nytmediakit.com>

Traveling well is a year-round passion for readers of The Times, and the timing is just right for you to warm the souls of our weary winter audience. If you want to be top of mind when Times readers plan their next island getaway, participate in the vibrant pages of this special advertising section. This special four-color, national section will take readers on a colorful tour through the islands and help promote the winter and spring season.

BONUS EDITORIAL MENTION

All participating advertisers receive editorial coverage within the section.

CONNECT WITH CONSUMERS WHO ARE READY TO TRAVEL

- 2.9 million weekday New York Times readers.
- 1 million Times readers own valid passports.
- 1.9 million have traveled abroad in the past 3 years.
- 339,000 intend to vacation in the Caribbean in the next year.
- 485,000 have traveled to the Caribbean in the past 3 years.
- 504,000 readers have spent \$3,000 + on foreign vacations in the past year.

Source: MRI Spring 2009, weekday

RATES*

Ad Size	Gross	Net
Full Page	\$65,000	\$55,250
½ page	\$35,000	\$29,750
¼ page	\$20,000	\$17,000

*These rates average more than 50% off the open published rates.

DEADLINES

Publication date	February 25
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Edit mention/Res Close	January 18
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Materials due	February 1
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EXTEND YOUR IMPACT ONLINE WITH A CARIBBEAN-THEMED GREAT GETAWAYS E-MAIL!

Reach over 400,000 opt-in subscribers and travel enthusiasts with The New York Times Great Getaways e-mail. Great Getaways spotlights vacation packages and travel destinations, and these Caribbean-focused newsletters are the perfect platform to showcase your top attractions.

- **Rate:** \$5,500 net per advertiser (limit four advertisers per email)
- **Date:** February 25