



GATEWAYS PUBLICATION RATES

When it comes to advertising choices, no other publication delivers quite like Carnival Cruise Lines' *Gateways*. Filled with entertaining editorial features and breathtaking photography, these annual hardcover publications can be found in all cabins, staterooms, and suites onboard all Carnival vessels. *Gateways* is a must read for all guests onboard which ensures that your advertising message will be seen by those that will be purchasing ashore.

CARIBBEAN EDITION	ALASKA EDITION	IN-CABIN PUBLICATIONS: Rates apply to 4-color insertions
PUBLICATION DATE December 2010 SPACE CLOSING August 1, 2010 MATERIAL CLOSING August 15, 2010	PUBLICATION DATE May 2011 SPACE CLOSING January 1, 2011 MATERIAL CLOSING January 15, 2011	Carnival Cruise Lines <i>Gateways</i> 2011 Full Page \$18,000 Half Page \$12,500 Third Page \$10,000

Terms

All advertising is published only at the discretion of the publisher. Publisher reserves the right to reject any advertisement at any time for any reason. 50% due (in U.S. funds) with signed contract payable to Panoff Publishing, Inc. Balance due upon publication.

Cancellations

All cancellations of advertisements must be submitted in writing before the space closing date and are subject to the terms of the contract.

Advertising Conditions

Brand ads may not contain prices. Any advertiser considered to be a shore excursion for a particular cruise line may not list address or contact information, web addresses, or phone numbers. All shore excursion advertisers must note "See your excursion desk for reservations and information" in their advertisement. Ads associated with retailers cannot promote statements about price or product comparisons.

Artwork Specifications

All artwork must be submitted to the digital file requirements provided by the Publisher. A color laser proof or low resolution file for FPO must accompany all artwork.

Carnival's Fleet

- CARNIVAL CONQUEST
- CARNIVAL DESTINY
- CARNIVAL DREAM
- CARNIVAL ECSTASY
- CARNIVAL ELATION
- CARNIVAL FANTASY
- CARNIVAL FASCINATION
- CARNIVAL FREEDOM
- CARNIVAL GLORY
- CARNIVAL HOLIDAY
- CARNIVAL IMAGINATION
- CARNIVAL INSPIRATION
- CARNIVAL LEGEND
- CARNIVAL LIBERTY
- CARNIVAL MAGIC
- CARNIVAL MIRACLE
- CARNIVAL PARADISE
- CARNIVAL PRIDE
- CARNIVAL SENSATION
- CARNIVAL SPIRIT
- CARNIVAL SPLENDOR
- CARNIVAL TRIUMPH
- CARNIVAL VALOR
- CARNIVAL VICTORY

