



DIRECTORY OF SERVICES & SHOPPING ASHORE GUIDE

Ears on Advertising

When it comes to advertising choices, the in-cabin magazine for Disney Cruise Line delivers. Filled with entertaining editorial features and breathtaking photography, these annual hard-cover publications can be found in all cabins, staterooms, and suites onboard all DCL vessels. It's a must read for all guests onboard which ensures that your advertising message will be seen by those that will be purchasing ashore.

Disney Cruise Line Fleet

Disney Dream, Disney Fantasy, Disney Magic, and Disney Wonder

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 port adventures 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.



IN-CABIN PUBLICATION: Rates apply to 4-color insertions

Full Page	\$35,000
Half Page	\$14,000
Third Page	\$ 7,000

BAHAMAS, CARIBBEAN EDITION

Publication Date: December 2011

Space Closing: August 1, 2011

Material Closing: August 15, 2011

ALASKA, HAWAII, MEXICAN RIVIERA EDITION

Publication Date: December 2011

Space Closing: August 1, 2011

Material Closing: August 15, 2011



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