



**CARILEC**  
An Association of Electric Energy Solution Providers

# Advertising Rates 2019

P.O. Box 5907, Desir Avenue, Sans Souci, Castries, St. Lucia, West Indies  
Tel: (758) 452-0140 • Fax: (758) 452-0142  
Email: [marketing@carilec.org](mailto:marketing@carilec.org) • Website: [www.carilec.org](http://www.carilec.org)

Terms: 50% to be paid on signing of contract. The remaining 50% to be paid on completion.  
All prices quoted in US\$.  
Hi-Quality Art work should be supplied.



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# Advertising Contract

**Members receive 30% off all rates!  
Companies booking more than 1 spot, or  
2-3 months, get a special discount!**

For more information, speak with our marketing team today!

## Contact Information

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

### CARILEC Online INDUSTRY MAGAZINE (A Bi-Annual Publication)

Ad Type (Location)	Dimensions	1 Issue		2 Issues		Code
Inside Front Cover	8.5"w x 11"h	\$3000	A1	\$5500	B1	
Inside Back	8.5"w x 11"h	\$2700	A2	\$5000	B2	
Outside Back	8.5"w x 11"h	\$3500	A3	\$6500	B3	
Full Page	8.5"w x 11"h	\$2100	A4	\$3800	B4	
Half Page (vertical)	3.5"w x 10"h	\$1150	A5	\$2000	B5	
Half Page (horizontal)	7.5"w x 5"h	\$1150	A6	\$2000	B6	
Quarter Page	3.5"w x 5"h	\$700	A7	\$1200	B7	
Advertorial	8.5"w x 11"h	\$2250	A8	\$4000	B8	

### WEBSITE ADVERTS

Ad Type (Location)	Dimensions	Fortnightly Rate		Monthly Rate		Code
Homepage: Slider Banner	1920px x 650px	\$1600	C1	\$2500	D1	
Homepage: Above Latest News	1920px x 180px	\$1000	C2	\$1200	D2	
Upcoming Events Page: Above testimonials	1920px x 180px	\$1200	C3	\$1400	D3	
Event Details Page: Right sidebar under organizer	320px x 250px	\$800	C4	\$1100	D4	
Resources and Media Page	1920px x 180px	\$600	C5	\$1000	D5	
Bottom of Services Page (3 available)	1920px x 520px	\$600	C6	\$1000	D6	

### NEWSLETTERS (Monthly Rate)

Ad Type (Location)	Dimensions	1 Issue		2 Issues		Code
Full (Main Article Banner)	600px x 180px	\$500	E1	\$850	F1	
Half (Utility News Banner)	600px x 100px	\$250	E2	\$450	F2	
Half (Square Content Advert)	290px x 180px	\$200	E3	\$340	F3	
Logo /Hyperlink	195px x 195px	\$80	E4	\$140	F4	

ALL PRICES IN USD\$

Special Instructions: \_\_\_\_\_

Signature: \_\_\_\_\_ Position \_\_\_\_\_

Executive: \_\_\_\_\_ Date: \_\_\_\_\_

# EVENT ADVERTISING & BRANDING RATES

## *Customer Service, Corporate Communications & HR Conference or Linesman Rodeo or OSH & Disaster Management Seminar*

Description	Members & Local Businesses	Non Members
*1/2 Page Advertisement	\$150	\$200
Full Page Advertisement	\$200	\$250
Center Page Advertisement	\$300	\$400
Event App Logo Banner Linked to your Company Website (Excluding Rodeo APP)	\$50	\$150
Sponsor's day - Delegates to wear sponsors shirt) Sponsor to provide shirts.	\$1,000	\$1,600
* Display table for Authors (Official signing of books for delegates)	Free with Registration	
Pens/Notepads/Napkins (Sponsor to provide)	\$300	\$500
Flyer Distribution in Conference Bag	\$75	\$150

## *Chief Executive Officers and Leadership Conference*

Description	Members & Local Businesses	Non Members
1/2 Page Advertisement	\$350	\$500
Full Page Advertisement	\$500	\$700
Center Page Advertisement	\$800	\$1,000
Event App Logo Banner Linked to your Company Website	\$100	\$350
Sponsor's day - Delegates to wear sponsors shirt) Sponsors to provide shirts.	\$1,500	\$3,500
Pens/Notepads/Napkins (Sponsor to provide)	\$500	N/A
Flyer Distribution in Conference Bag	\$100	\$150

## *Engineering & Procurement Conference*

Description	Members & Local Businesses	Non Members
1/2 Page Advertisement	\$300	\$450
Full Page Advertisement	\$450	\$650
Center Page Advertisement	\$750	\$950
Event App Logo Banner Linked to your Company Website	\$150	\$350
Sponsor's day (Delegates to wear sponsors shirt) Sponsors to provide shirts.	\$1,500	\$3,500
Pens/Notepads/Napkins (Sponsor to provide)	\$500	N/A
Flyer Distribution in Conference Bag	\$100	\$150

## *CAREC & Smart-Grid Conference*

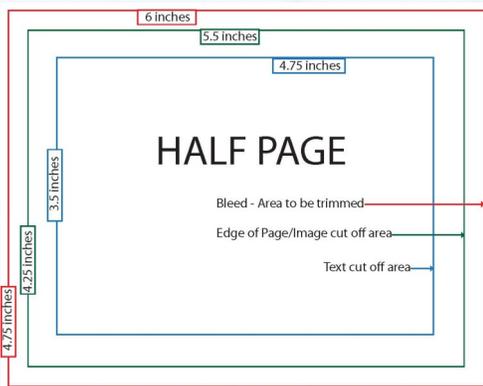
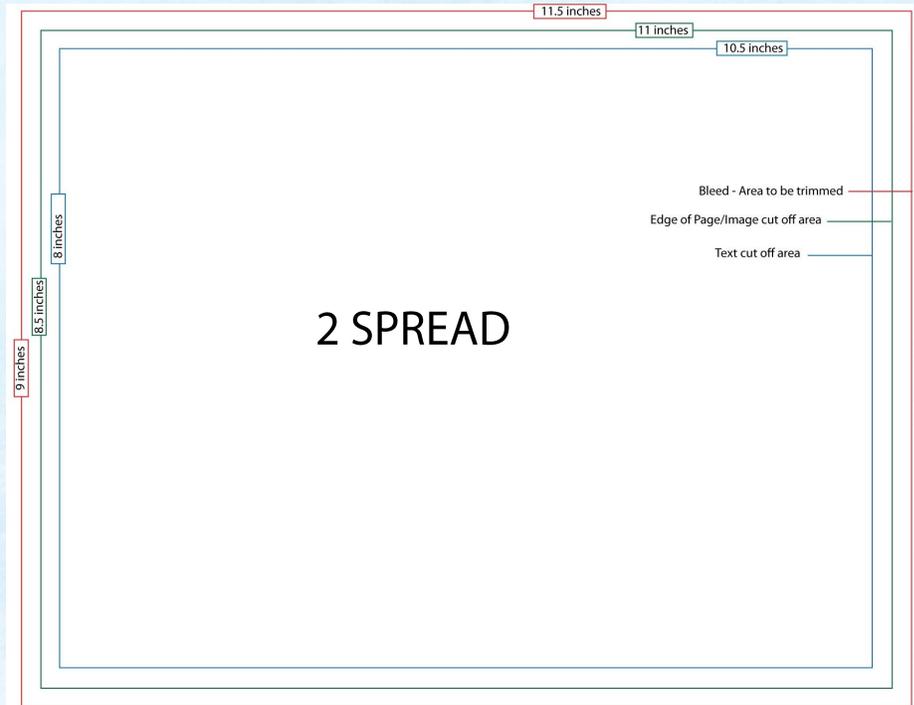
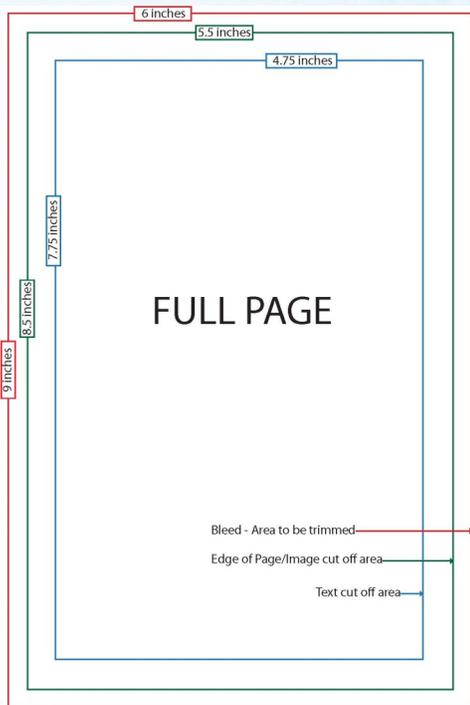
Description	Members & Local Businesses	Non Members
*1/2 Page Advertisement	\$200	\$250
Full Page Advertisement	\$250	\$350
Center Page Advertisement	\$350	\$500
Event App Logo Banner Linked to your Company Website	\$100	\$300
Sponsor's day (Delegates to wear sponsors shirt) Sponsor to provide shirts.	\$1,000	\$1,600
Pens/Notepads/Napkins (Sponsor to provide)	\$500	\$750
Flyer Distribution in Conference Bag	\$100	\$200

# ADVERTISING SPECIFICATIONS

## Magazine/Conference Brochure:

Printed Magazines and Brochures are formatted to fit Letter

Position	Dimensions	Bleed	Final Dimensions of Ad
2 page centre	8.5in. x 11in.	0.25in.	9in. X 11.5in.
Full Page	8.5in. x 5.5in.	0.25in.	9in. X 6in.
Half Page Horizontal	4.25in. X 5.5in.	0.25in.	4.75in. X 6in.



**KEY**  
White Area: Text