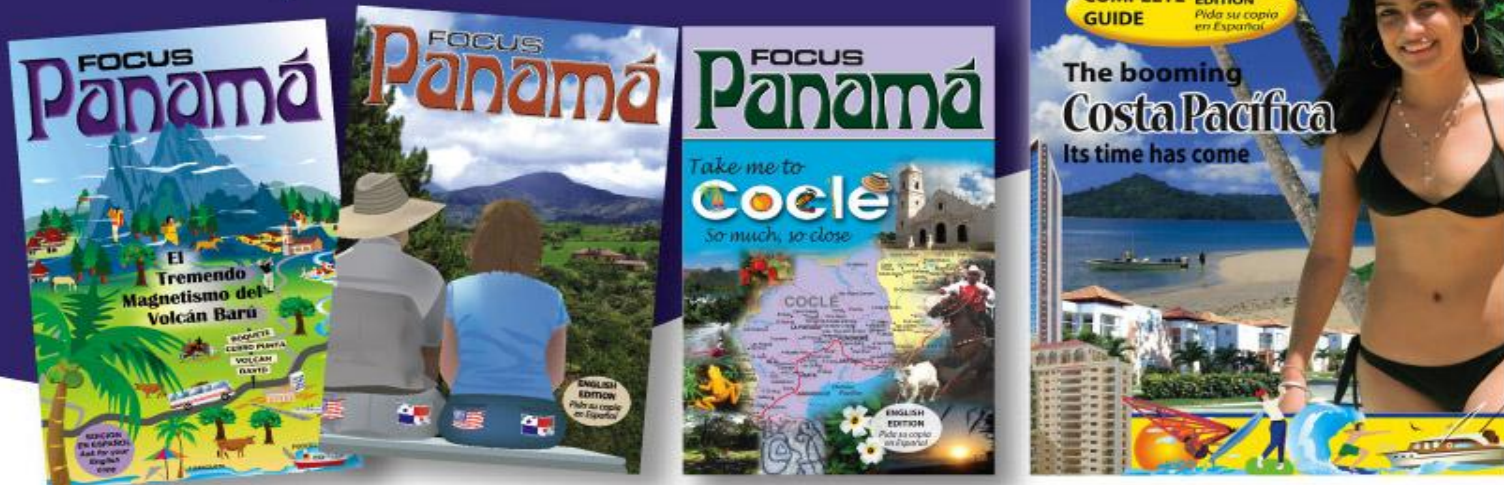


FOCUS Panama

#1 en promoción turística



GENERAL INFORMATION

FREQUENCY

Twice a year.

LANGUAGE

English and Spanish in separate editions.

READERS

"Focus Panama" is a complete guide for visitors. Many people get a copy before they arrive and use it to plan their visit.

DISTRIBUTION

80,000 to 100,000 copies per edition, with free distribution.

In Panama: At hotels, lodges, restaurants, airports, travel agencies, airline offices, cruise ships, IPAT offices, foreign delegations, taxis, and car rentals.

Abroad: Distributed by IPAT in Panamanian embassies and consulates, travel agencies, and airline offices. Many copies are distributed abroad at fairs and exhibitions in other countries, and with delegations of the government and private companies.

RATES 2008 (In US Dollars)

	Per Edition
1 page 4-color	\$ 2,129.00
½ page 4-color	\$ 1,171.00
¼ page 4-color	\$ 650.00

CLASSIFIEDS SECTION

1/6 page	\$ 354.00
Each line	\$ 30.00

SPECIAL POSITIONS

Back page: Special agreement.
 Back cover: Rate plus 20%
 Other special positions: Rate plus 10%

SPECIFICATIONS

Trim size	5 1/4" x 8 1/4"
Printing process	Offset
No. of columns	2
Width per column	2 1/8"
Screen	up to 150 lines

	Width	Height
Full page bleed	5 1/2"	8 1/2"
Trim size	5 1/4"	8 1/4"
Full page with margin	4 1/2"	7 1/4"
½ page vertical	2 1/8"	7 1/4"
½ page horizontal	4 1/2"	3 1/2"
¼ page	2 1/8"	3 1/2"
1/8 page	2 1/8"	1 3/4"

IMPORTANT NOTICE

The editors will charge the advertiser for all the costs incurred during the production and publication of the ad. **If you send art digitalized ready for printing**, you have to remember that Focus Panama is printed in separate editions in English and Spanish, but we only change the black plate; and for this reason the texts for translation need to be black (K:100%). We use Machintosh, Adobe Illustrator CS for the art and Adobe Photoshop CS for images (with 305 dpi of resolution) using CMYK.