



# Aloha Visitor Guides

## 2011 Advertising Rates (Effective 1/1/2011)

MAILING ADDRESS: 66 Ku'ukama Street, Kahului, HI 96732  
PHONE & FAX: 808.873.9677

### Circulation (Annual Copies)

**Maui**  
~360,000

**Big Island**  
>300,000

**Kauai**  
~200,000

### Closing Dates Glossy Ads: Maui, Big Island & Kauai

Issue	Maui		Big Island	
	Space Close	Final Material Due	Space Close	Final Material Due
May/Jun/Jul/Aug/Sep/Oct	Mar. 11, 2011	Mar. 25, 2011	Mar. 11, 2011	Mar. 25, 2011
Nov/Dec/Jan/Feb/Mar/Apr	Sept. 16, 2011	Sept. 30, 2011	Sept. 16, 2011	Sept. 30, 2011

Issue	Kauai	
	Space Close	Final Material Due
Jun/Jul/Aug/Sep/Oct/Nov	Apr. 15, 2011	Apr. 29, 2011
Dec/Jan/Feb/Mar/Apr/May	Oct. 21, 2011	Oct. 31, 2011

### Full Color Rates per month (printed on semi-annual basis)

Ad Size	Kauai	Big Island	Maui
	per Month	per Month	per Month
Full Page	\$1,350	\$1,429	\$1,588
2/3 Page	\$960	\$1,016	\$1,129
1/2 Page	\$743	\$786	\$874
1/3 Page	\$510	\$540	\$600
1/4 Page	\$394	\$417	\$463
1/6 Page	\$270	\$286	\$318
1/8 Page	\$225	\$235	\$250
1/16 Page	\$195	\$203	\$214
Business Card	\$214	\$226	\$251
Double Truck	\$2,025	\$2,263	\$2,515
Back Cover	\$2,291	\$2,561	\$2,845
Inside Covers	\$1,530	\$1,710	\$1,900
Facing Pages	\$1,530	\$1,710	\$1,900
Special Heavy Paper	\$1,530	\$1,710	\$1,900
Map pages	Additional fees apply for map placement		

### Television Listings Section, i.e., "Newsprint," Rates per month (printed on monthly basis)

(Black & White only)	Kauai	Big Island	Maui
	per Month	per Month	per Month
Full Page	\$635	\$780	\$820
1/2 Page	\$360	\$442	\$465
1/4 Page	\$207	\$255	\$268
Front or Back Cover	\$680	\$842	\$899

**\*\*Final Material due for Newsprint Section is the 5th of each Month**

**\*\* (please note that if the 5th falls on a weekend or a holiday, the preceding business day becomes the deadline.)**

## PRODUCTION SPECIFICATIONS

Aloha Visitor Guides will be produced using up-to-the-minute publishing technology. All files submitted not conforming to our specifications will require production time and will incur additional production charges.

## ACCEPTED SOFTWARE

Macintosh-formatted digital files: QuarkXPress, Adobe Photoshop, Adobe Illustrator, and PDF files, however additional charges may be necessary to make press ready.

## ACCEPTED FILE FORMATS

Color Images: Save in CMYK color mode as TIFF. Black and White Images: Bitmap or Grayscale TIFF. Image Resolution: CMYK and Grayscale 300dpi at 100% of size. Bitmap images 800dpi at 100%.

## CORRECT QUARKXPRESS SETUP

Document Size: (please see Mechanical Requirements). Bleed ads: The document size should match the trim size. Extend items that will bleed 1/8" beyond the page edges into the pasteboard area. For a full bleed, extend all four sides. Live Matter Area: Keep all text 1/4" inside the trim to ensure that text does not get cut off. Correct Color Palette Settings: Convert all

RGB colors to CMYK. Convert all spot colors, including Pantone, to CMYK. Perform a "Collect for Output": This will notify you if any graphics are missing. You must update all modified graphics. Fonts: Be sure to collect both parts of each PostScript font (screen font and printer font).

## COLOR PROOFS

Please DO NOT rely on ink jet printers for accurate color proofing. Most ink jet printers do not yield accurate CMYK color output.

## DELIVERING YOUR AD

Physical Delivery: Provide your ad materials CD or DVD and send to: Art to Print Hawaii, PO Box 428, Wailuku, HI 96793.

## ELECTRONIC DELIVERY

Stuff all materials using Stuffit (file can be no larger than 10MB), send via email to: Aloha Visitor Guide: prepress@a2phawaii.com

## NEED HELP?

If you need help producing your artwork, we can help provide you with design, proofing and other prepress services to suit your needs.

## FTP INSTRUCTIONS

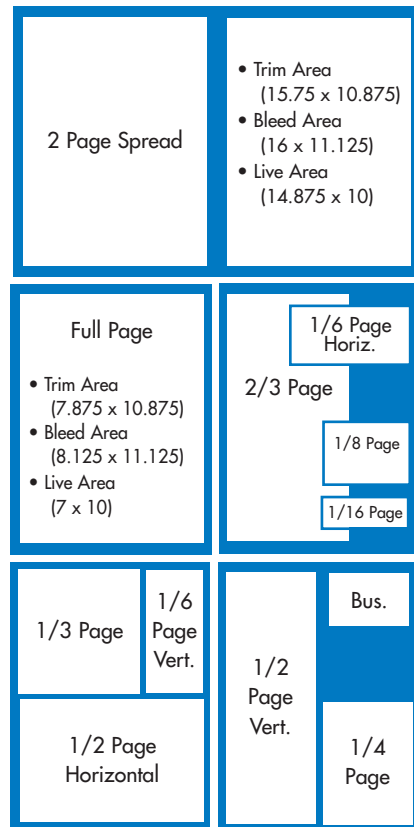
To deliver via ftp, Advertisers can post it to our ftp site:

- ftp.a2phawaii.com
- User ID: transfer@a2phawaii.com
- Password: clients

Please go into the "Upload" folder then select your specific Island folder (Aloha Maui Visitor Guide, Aloha Big Island Visitor Guide, Aloha Kauai Visitor Guide or Aloha Oahu Visitor Guide) and upload files. Once complete please send a confirmation email to prepress@a2phawaii.com

## PUBLISHERS INDEMNITY

All rights reserved. Publisher reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect Morakis Inc. from any claims or expenses resulting from the unauthorized use of any name, photograph, design or words protected by copyright, registered trademark, label or any other legal protection in connection with advertising appearing in any Aloha Visitor Guides.



- Preferred positions and production charges are extra.
- Prices & Deadlines & Circulation subject to change without notice
- This rate sheet with deadlines is found on the web at [www.alohavisitorguides.com](http://www.alohavisitorguides.com)
- Combo or multi-ad discount of 15% off the second ad of the same size in the same or other island magazine

## Contacts

### PUBLISHER/EDITOR

CHRIS MORAKIS  
chris@alohavisitorguides.com

### SALES

RAY SERRANO  
ray@alohavisitorguides.com  
808.896.4275

MELANIE SMITH  
melanie@alohavisitorguides.com  
808.283.3400

CYNDI RIEMER  
cyndi@alohavisitorguides.com  
808.652.5881

### PRODUCTION MANAGER

RON KENAR  
ron@a2phawaii.com

### ART DIRECTION

ART TO PRINT HAWAII

### CIRCULATION

MAUI CIRCULATION

### WEB MASTER

TERRY REIM

## Color AD Dimensions

	Width		Height	
2 PAGE Spread Trim	15 3/4	15.75	10 7/8	10.875
Bleed	16	16	11 1/8	11.125
FULL PAGE Trim	7 7/8	7.875	10 7/8	10.875
Bleed	8 1/8	8.125	11 1/8	11.125
FULL PAGE non-bleed (B&W FULL PAGE non-bleed)	7	7	10	10
2/3-PAGE non-bleed (B&W 2/3-PAGE non-bleed)	4 5/8	4.625	10	10
1/2-PAGE vertical non-bleed (B&W 1/2-PAGE vertical)	3 3/8	3.375	10	10
1/2-PAGE horizontal non-bleed (B&W 1/2-PAGE horizontal)	7	7	4 7/8	4.875
1/3-PAGE non-bleed (B&W 1/3-PAGE)	4 5/8	4.625	4 7/8	4.875
1/4-PAGE non-bleed (B&W 1/4-PAGE)	3 3/8	3.375	4 7/8	4.875
1/6-PAGE vertical non-bleed (B&W 1/6-PAGE vertical)	2 1/4	2.25	4 7/8	4.875
1/6-PAGE horizontal non-bleed (B&W 1/6-PAGE horizontal)	4 5/8	4.625	2 1/4	2.25
1/8-PAGE horizontal non-bleed	3 3/8	3.375	2 3/8	2.375
1/16-PAGE horizontal non-bleed	3 3/8	3.375	1 1/8	1.125
BUSINESS CARD AD non-bleed	3 1/2	3.5	2	2