



## ADVERTISING BENEFITS

(June 2011)

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Aloha Visitor Guides are:

- Full-sized publications.
- Geared to the visitor to Hawaii, providing information on activities, shopping, dining, real estate and general information about our wonderful 50<sup>th</sup> State.
- Distributed ***In-Room*** at Resorts, Hotels, Visitor Condos and B&Bs.
- Distributed in strategically placed ***Rack*** Locations including airports.
- Promoted via free link and placement on our ***Website***.
- Promoted through a ***Return to Hawaii Sweepstakes***.
- Promoted through radio on KAPA (99.1 & 100.3 FM) - Big Island and KPOA – Maui (93.5 FM).
- Comes out monthly with a new cover and the monthly TV Listings in a B&W section.
- The entire magazine is digitized and provided in flip-page format on our websites, where additional advertising options are available.

As an **Advertiser**, you also receive:

- Free placement on our focus maps.
- Free placement in our "Advertiser Index," your logo placed around the listings found in the TV Listings Section.
- Up to 25% off rack rates on other Visitor Magazines Publications.
- No competition with Activity Desks.
- Discounts on Rack Cards, Business Cards and other Collateral Materials.