

Aloha Visitor Guides



2017 Advertising Rates (Effective 1/1/2017)

MAILING ADDRESS:

66 Ku'ukama Street, Kahului, HI 96732

PHONE & FAX:

808.873.9677

IN-ROOM
Hotels • Condos • B&B

ON THE STREET
Rack Stands Island-Wide

AT THE
Airports

ON THE WEB
AlohaVisitorGuides.com
Magzter Digital Newsstand
Apple iTunes Newsstand



Circulation (Annual Copies)

Maui ~330,000
Big Island >250,000
Kauai ~160,000

DISTRIBUTION LIKE NO OTHER

Closing Dates Glossy Ads: Maui, Big Island & Kauai

Issue	Maui		Big Island	
	Space Close	Final Material Due	Space Close	Final Material Due
May/June/July/Aug/Sept/Oct	Mar. 10, 2017	Mar. 17, 2017	Mar. 10, 2017	Mar. 24, 2017
Nov/Dec/Jan/Feb/Mar/Apr	Sept. 8, 2017	Sept. 15, 2017	Sept. 8, 2017	Sept. 22, 2017

Issue	Kauai	
	Space Close	Final Material Due
June/July/Aug/Sept/Oct/Nov	Apr. 7, 2017	Apr. 21, 2017
Dec/Jan/Feb/Mar/Apr/May	Oct. 6, 2017	Oct. 20, 2017

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

Ad Size	Kauai	Big Island	Maui
	per Month	per Month	per Month
Full Page	\$1,620	\$1,715	\$1,900
1/2 Page	\$900	\$950	\$1,050
1/4 Page	\$475	\$500	\$555
1/8 Page	\$270	\$280	\$300
Business Card	\$240	\$245	\$255
Double Truck	\$2,450	\$2,720	\$3,020
Back Cover	\$2,750	\$3,075	\$3,410
Inside Covers	\$1,840	\$2,050	\$2,300
Facing Pages	\$1,840	\$2,050	\$2,300
Front Cover Image	\$3,500	\$3,500	\$3,500

Additional Sizes, Paper Sock for Inserts, etc. are available with Publisher's permission.

Digital Advertising Rates per month

Digital Services	Kauai	Big Island	Maui
	per Month	per Month	per Month
Embedded Video in Digital Edition ad	\$150	\$150	\$150
Text Messaging	\$100	\$100	\$100

Ad Production

All print rates above are based on final ads provided to specifications. If ad production is needed for use in Aloha Visitor Guides, ad design & production can be provided through Art to Print Hawaii as follows: FP - \$500 | HP - \$300 | QP - \$200 based on a limited amount of production time. Ask for details.

PRODUCTION SPECIFICATIONS

ACCEPTED FILE FORMATS

Hi-resolution PDF files with embedded fonts and images (300dpi in cmyk). 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%.

FILE SETUP

Document Size: (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 paste-board 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.

NEED HELP?

If you need help producing your artwork, design, proofing and other prepress services are available at a reasonable cost to suit your needs.

FILE TRANSFER METHOD

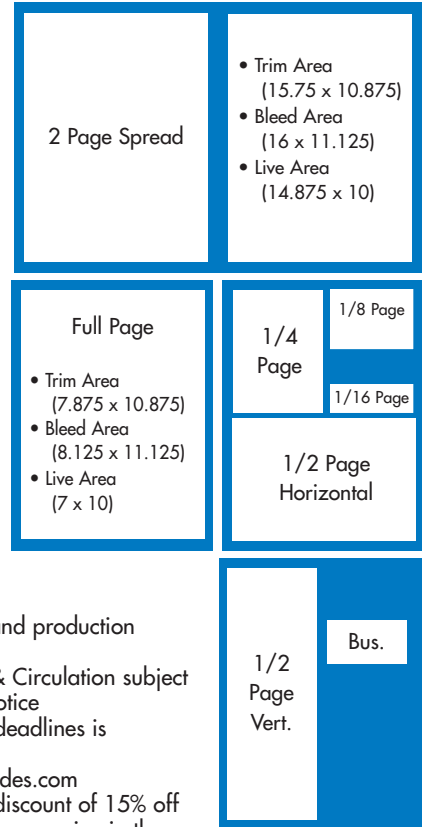
All Files may be sent by going to a2phawaii.com and clicking the "File Transfer Center" button in the lower right corner of the home page. All files via "File Transfer Center" will be sent to: prepress@a2phawaii.com

Files received not conforming to our specifications will require production time and will incur additional production charges.

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., dba Aloha Visitor Guides 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
- Combo or multi-ad discount of 15% off the second ad of the same size in the same or other island magazine



Color AD Dimensions in inches

	Width	Height
2 PAGE Spread Trim	15.75	10.875
Bleed	16	11.125
FULL PAGE Trim	7.875	10.875
Bleed	8.125	11.125
FULL PAGE non-bleed	7	10
1/2-PAGE vertical non-bleed (B&W 1/2-PAGE vertical)	3.375	10
1/2-PAGE horizontal non-bleed (B&W 1/2-PAGE horizontal)	7	4.875
1/4-PAGE non-bleed	3.375	4.875
1/8-PAGE horizontal non-bleed	3.375	2.375
BUSINESS CARD AD non-bleed	3.5	2
Front Cover Image	8	7.653

Contacts

PUBLISHER/EDITOR

CHRIS MORAKIS

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SALES

RAY SERRANO

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808.873.9677

PRODUCTION

RON KENAR

ron@a2phawaii.com

CIRCULATION

MAUI CIRCULATION

WEB MASTER

PETER SCOGNAMILLO