

# Kailua Beach Map 2012 カイルアビーチマップ 2012

## NOW BETTER MAPPING! BIGGER MAPS!

The visitor has spoken! • Now More Shopping • More Parks • Expanded Kailua Beach Map with Bike Ways • Larger Kailua Town Map • Added Attractions • More Points of Interest in Kaneohe • PLUS Recommended Restaurants • Kailua Beach Guide • How to get to Kailua • Where to Stay

- ✓ **FREE** The most complete Japanese language visitor guide to Windward Oahu
- ✓ **NEW 32" x 18"** 8-panel format
- ✓ **NOW 40,000** Annual Circulation
- ✓ 25,000 at major Waikiki hotel and Oahu resort concierge and bell desks. Professional weekly distribution by Islands Brochure Service.
- ✓ 15,000 distribution at participating Kailua tour and activity operators, Kailua Information Center, shops, restaurants, points of interest, B&Bs, vacation rentals, vacation homes and via the Internet.
- ✓ New expanded Kailua town map and larger Windward Oahu map.
- ✓ New 12" x 9" Kailua beach map with bike ways.

**AD DEADLINES**  
 Space: May 20, 2011  
 Materials: June 10, 2011  
 Issue Date: July 2011



Folded Size: 4" x 9"

- ★ Your map location spotted in Japanese
- ★ Rates include Japanese translation & type



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 P.O. Box 1546, Kailua, HI 96734 • Ph: 808-262-6776 • Fax: 808-206-7168  
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# カイルアビーチマップ 2012

## Kailua Beach Map 2012 • Rates and Specifications

### Editorial Profile

*Kailua Beach Map* has evolved to meet the needs of **independent Japanese day visitors and overnight guests** to Kailua, Lanikai, Kaneohe and Waimanalo to help them enjoy our beaches, shops, restaurants, services and activities.

### Circulation: 40,000 Annual

- 25,000 to concierge and bell desks at Waikiki hotels and Oahu resorts. Professional weekly distribution by Island Brochure Service.
- 15,000 copies distributed throughout the year at the Kailua Information Center, local activity operators, shops, restaurants, services, points of interest, B&B's, vacation homes and rentals.
- Downloadable PDF on the Internet at [www.KailuaVacationRentals.net](http://www.KailuaVacationRentals.net)

### Added Value

- Free copies of map with your paid ad
- Your location spotted on the map in Japanese
- Your ad published online with listing and links on top-ranked [www.KailuaVacationRentals.net](http://www.KailuaVacationRentals.net)

### Mechanical Specifications

- High-resolution Adobe acrobat PDF files preferred. Photoshop EPS, TIFF and JPEG formats also accepted.
- Graphics and photos in CMYK mode.
- All 4-color scans must be placed at 100% at 300 dpi or better.
- All custom colors must be process CMYK.
- Provide printed color proof with ad
- Scanning and ad creation \$55/hr. plus outside costs if used in other publications
- Japanese translation \$75/hr.

### ADVERTISING DEADLINES

Space: May 20, 2010  
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### 4-COLOR RATES

Ad Unit	Size	Cost*
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Full Panel	3-3/4" x 8-3/4"	1495
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1/2 Panel	3-3/4" x 4-1/4"	995
1/4 Panel	3-3/4" x 2"	595
1/4 Panel V	1-3/4" X 4-1/4"	595
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DA Square	1-3/4" X 2"	395

\*All rates plus 4.712% tax.

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