

2011 Rate Card - Vol. 7

The *Detailed Map of Kailua, Lanikai & Waimanalo w/ MCBH* is the only publication targeted exclusively to local residents, military and visitors to Kailua, Lanikai, Waimanalo and Marine Corps Base Hawaii. Now in its 12th edition, the map is in constant demand. Great design, managed distribution and targeted circulation deliver outstanding advertiser value and unparalleled results for Windward advertisers.

Now island-wide distribution at selected hotels

Ala Moana Hotel
 Ambassador Hotel
 Aston RQ Ilikai
 Aston RQ Waikiki Beach
 Aston RQ Waikiki Beach Tower
 Aston RQ Waikiki Circle
 Aston RQ Waikiki Joy
 Castle Maile Sky Court
 Courtyard Marriott/Expedia

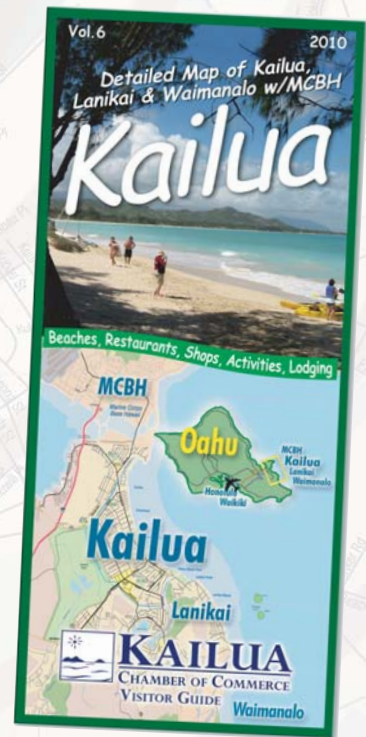
Grand Waikiki Beach Hotel
 Hawaii Prince Hotel
 Hilton Grand Waikikian
 Hilton Hawaii Prince Hotel
 Hilton Hawaiian Village
 Holiday Inn Waikiki
 Hyatt Regency Waikiki
 Kahala Hotel & Resort
 Marriott Waikiki Beach

Ohana Malia
 Outrigger Waikiki
 Pacific Beach Hotel
 Park Shore Waikiki
 Sheraton Waikiki
 Starwood Royal Hawaiian
 Waikiki Gateway
 Westin Moana Surfrider
 ... and more

NEW! Annual 2011 Edition

- ✓ 65,000 circulation 12-month managed distribution
- ✓ Comprehensive streets and roads map of Kailua, Lanikai and Waimanalo, Bellows AFS and Marine Corps Base Hawaii. Shopping, dining, beaches, attractions and activities.
- ✓ Distribution in participating Windward shops, restaurants, activity locations, Kailua Information Center, military facilities, B&B's, vacation rentals, and places of interest.
- ✓ Exclusive Kailua Beach Guide, Kailua Business Directory, Where to Stay and Recommended Kailua Restaurants
- ✓ Neighborhood shopping areas with 100% local ads
- ✓ Large format 32" x 24.5" full-color
- ✓ Convenient 4" x 9" folded size, fits in your pocket or a #10 envelope
- ✓ Kailua Chamber of Commerce Visitor Guide

**ANNUAL 2011 ISSUE
 ADVERTISING DEADLINE**
 Space: Oct. 15, 2010
 Materials: Nov. 1, 2010
 Issue Date: December 2010



Folded Size: 4" x 9"



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Detailed Map of Kailua

Lanikai & Waimanalo w/ MCBH

Annual 2011 Rates & Mechanical Specifications

Editorial Profile

Detailed Map of Kailua, Lanikai and Waimanalo w/ MCBH was first published in 2004 to help Kailua shops, restaurants, services and activity operators reach residents and visitors in Kailua, Lanikai, Waimanalo and area military bases.

Managed Distribution

The map is widely distributed in Kailua, Lanikai, Waimanalo, Kaneohe, and at Marine Corps Base Hawaii, and at selected Waikiki hotels.

- Annual circulation: 65,000 copies over 12-months
- 7,500 copies - B&Bs, vacation rentals and vacation homes. Pre-arrival distribution through rental operators.
- 35,000 copies - Participating restaurants, shops, activity operators, Kailua Information Center, points of interest, and by mail via the Internet.
- 15,000 copies - Selected Waikiki hotel concierge and activity desks
- 7,500 Bellows Air Force Station and Marine Corps Base Hawaii on base locations; MCBH new-arrival kits
- Downloadable PDF on the Internet at www.kailuavacationrentals.net

Added Value:

- Free copies of map with your paid ad
- Your location spotted on the map
- Deluxe Internet listing and links at

www.kailuavacationrentals.net

Mechanical Specifications

- Ads preferred in high-resolution Adobe Acrobat PDF format via e-mail. Photoshop EPS, TIFF and JPEG formats also accepted.
- Supported software includes: Adobe Illustrator CS, Adobe Photoshop 6.0.
- Graphics and outlined fonts must be provided.
- Graphics and photos in CMYK mode.
- All 4-color scans must be placed at 100% at 300 dpi or better.
- Scanning and ad creation \$55 hr. plus service bureau cost for photos, text and illustrations if used in other publications.
- Provide printed color proof with ad.

ADVERTISING DEADLINES ANNUAL 2011 EDITION

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4-COLOR RATES (\$)*

	Size	Qtrly	Annual
Back Cover	3-3/4" x 8-3/4"	860	3,395
Perimeter			
Full Panel	3-3/4" x 8-3/4"	810	3,195
3/4 Panel	3-3/4" x 6-1/2"	710	2,795
1/2 Panel	3-3/4" x 4-1/4"	485	1,895
1/4 Panel	3-3/4" x 2"	385	1,495
Outside			
Full Panel	3-3/4" x 8-3/4"	760	2,995
3/4 Panel	3-3/4" x 6-1/2"	660	2,595
1/2 Panel	3-3/4" x 4-1/4"	435	1,695
1/4 Panel	3-3/4" x 2"	335	1,295
Directory Ad	3-3/4" x 1"	210	795

*All rates plus 4.712% tax.

E-mail ad materials to: info@pagemarketing.com

Terms

Annual: 50% deposit; 50% due upon publication, **OR**
Quarterly: 25% deposit, plus three quarterly payments

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