



2012 Rate Card - Vol. 8

The *Detailed Map of Kailua, Lanikai & Waimanalo* is the only publication targeted exclusively to visitors to Kailua, Lanikai, Waimanalo, local residents and military at Bellows AFS and Marine Corps Base Hawaii. Now in its 8th year the map is in constant demand. Great design, managed distribution and targeted circulation deliver outstanding advertising value and unparalleled results for Windward businesses.

The only publication reaching all six (6) Windward Retail Markets

1. Bed & breakfast and vacation rentals
2. Kailua, Waimanalo and Kaneohe residents
3. Military at MCBH and Bellows
4. Day visitors from USA, Canada, Europe, Australia & New Zealand
5. Regular pickup by visitors from Japan and now China and Korea
6. Honolulu residents rediscovering Kailua and Waimanalo beaches!

2012 Annual Edition

- ✓ 65,000 annual circulation 12-month continuous distribution
- ✓ Distributed at over 150 participating hotel activity, concierge and bell desks in Waikiki, Kahala, Ko Olina and Turtle Bay.
- ✓ 250 Windward locations including shops, restaurants, activities, the Kailua Information Center and groceries, banks, gas stations, community facilities and places of interest.
- ✓ 20 locations at MCBH and Bellows plus military hotel and resort facilities
- ✓ 1,000 guestrooms in East Oahu B&B's and vacation rentals
- ✓ Exclusive ***Kailua Beach Guide***, ***Kailua Business Directory***, ***Where to Stay*** and ***Recommended Kailua Restaurants***
- ✓ Exclusive ***Kailua Town Map*** and ***Windward O'ahu Sights***
- ✓ Comprehensive streets and roads map of Kailua, Lanikai and Waimanalo, Bellows AFS and Marine Corps Base Hawaii
- ✓ Neighborhood shopping with 100% local ads
- ✓ Large format 32" x 24.5" full-color
- ✓ 4" x 9" folded size fits in your pocket or a #10 envelope
- ✓ Kailua Chamber of Commerce Visitor Guide

ANNUAL 2012 ISSUE ADVERTISING DEADLINE	
Space:	Nov. 30, 2011
Materials:	Dec. 15, 2011
Issue Date:	January 2012



Folded Size: 4" x 9"

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2012 Annual Rates & Mechanical Specifications

Editorial Profile

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

Managed Distribution

The map is distributed throughout the year in Kailua, Lanikai, Waimanalo, Kaneohe, and at Marine Corps Base Hawaii and at selected Waikiki, Kahala, Ko Olina and Turtle Bay hotels.

- Annual circulation: 65,000 copies over 12-months.
- 7,500 copies - Windward B&Bs, vacation rentals and vacation homes plus pre-arrival distribution via rental operators.
- 30,000 copies - Participating restaurants, shops, activity operators, Kailua Information Center, police, fire, library, groceries, banks, gas stations and other points of interest.
- 12,500 copies - Selected Waikiki, Kahala, Ko Olina and Turtle Bay hotel concierge and activity desks.
- 15,000 Bellows Air Force Station and Marine Corps Base Hawaii on base locations; MCBH new-arrival kits.
- Free by mail via the Internet and by PayPal.
- Downloadable PDF of Kailua maps 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 link to your site at the top-ranked Kailua travel destination web site:

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 2012 ANNUAL 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"	635	2,495
1/2 Panel	3-3/4" x 4-1/4"	485	1,895
1/4 Panel H	3-3/4" x 2"	385	1,495
1/4 Panel V	1-3/4" X 4-1/4"	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"	585	2,295
1/2 Panel	3-3/4" x 4-1/4"	435	1,695
1/4 Panel H	3-3/4" x 2"	335	1,295
1/4 Panel V	1-3/4" X 4-1/4"	335	1,295
Directory Ad	3-3/4" x 1"	210	795
DA Square	1-3/4" X 2-1/4"	210	795

*All rates plus 4.712% tax.

Terms

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

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