



ADVERTISING BENEFITS

(January 2006)

Visitor Magazines are:

- 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 on TV on the ***Visitor Channels***; Channel 3 on Kauai and Channel 7 on Maui and on Oahu we're on ***Hawaii TV*** in your room.
- Promoted on local ***Radio*** on Oahu and Kauai.
- Promoted through the ***Return to Hawaii Sweepstakes***.

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

- Free placement on the Visitor Magazine Visitor focus map.
- Up to 25% off rack rates on other Visitor Magazines Publications.
- Discounts on Rack Cards, Business Cards and other Collateral Materials.