



VISITOR MAGAZINES

2008 Advertising Rates (Effective 1/1/08)

MAILING ADDRESS: P.O. Box 2232, Wailuku, HI 96793

DELIVERY ADDRESS: 1498 Lower Main St., Suite F,
Wailuku, HI 96793

PHONE: 808.244.5577 FAX: 808.244.8866

Circulation (Copies Per Month)

Maui 34,000	Big Island 31,000	Kauai 23,000	Oahu 34,000
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Closing Dates Glossy Ads: Maui & Big Island

Issue	Maui		Big Island	
	Space Close	Final Material Due	Space Close	Final Material Due
May/June/July/Aug/Sept/Oct	Feb 29, 2008	Feb 29, 2008	Feb 29, 2008	Feb 29, 2008
Nov/Dec/Jan/Feb/Mar/Apr	Aug 29, 2008	Aug 29, 2008	Aug 29, 2008	Aug 29, 2008

Closing Dates Glossy Ads: Kauai & Oahu

Issue	Kauai		Oahu	
	Space Close	Final Material Due	Space Close	Final Material Due
June/July/Aug/Sept/Oct/Nov	Apr 11, 2008	Apr 18, 2008	Apr 11, 2008	Apr 18, 2008
Dec/Jan/Feb/Mar/Apr/May	Oct 17, 2008	Oct 24, 2008	Oct 17, 2008	Oct 24, 2008

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

Rates based on length of agreement

Ad Size	Oahu		Kauai		Big Island		Maui	
	6 mo.	12 mo.	6 mo.	12 mo.	6 mo.	12 mo.	6 mo.	12 mo.
Full Page	\$1,765	\$1,588	\$1,500	\$1,350	\$1,588	\$1,429	\$1,765	\$1,588
2/3 Page	\$1,255	\$1,129	\$1,067	\$960	\$1,129	\$1,016	\$1,255	\$1,129
1/2 Page	\$971	\$874	\$825	\$743	\$874	\$786	\$971	\$874
1/3 Page	\$667	\$600	\$567	\$510	\$600	\$540	\$667	\$600
1/4 Page	\$515	\$463	\$438	\$394	\$463	\$417	\$515	\$463
1/6 Page	\$353	\$318	\$300	\$270	\$318	\$286	\$353	\$318
Business Card	\$279	\$251	\$238	\$214	\$251	\$226	\$279	\$251
Double Truck	\$2,647	\$2,515	\$2,250	\$2,025	\$2,382	\$2,263	\$2,647	\$2,515
Back Cover	\$2,995	\$2,845	\$2,546	\$2,291	\$2,696	\$2,561	\$2,995	\$2,845
Inside Covers	\$2,000	\$1,900	\$1,700	\$1,530	\$1,800	\$1,710	\$2,000	\$1,900
Facing Pages	\$2,000	\$1,900	\$1,700	\$1,530	\$1,800	\$1,710	\$2,000	\$1,900
Special Heavy Paper	\$2,000	\$1,900	\$1,700	\$1,530	\$1,800	\$1,710	\$2,000	\$1,900

Television Listings Section, i.e., "Newsprint," Rates per month (printed on monthly basis)

Rates based on length of agreement

(Black & White only)

Ad Size	Oahu		Kauai		Big Island		Maui	
	3 mo.	12 mo.	3 mo.	12 mo.	3 mo.	12 mo.	3 mo.	12 mo.
Full Page	\$1,058	\$899	\$746	\$635	\$918	\$780	\$964	\$820
1/2 Page	\$600	\$510	\$423	\$360	\$520	\$442	\$547	\$465
1/4 Page	\$346	\$294	\$244	\$207	\$300	\$255	\$315	\$268
Front or Back Cover	\$1,100	\$935	\$800	\$680	\$990	\$842	\$1,058	\$899

****Final Material due for Newsprint Section is the 10th of each Month**

** (please note that if the 10th falls on a weekend, the deadline is the Friday PRIOR to the 10th)

PRODUCTION SPECIFICATIONS

Visitor Magazines will be produced using up-to-the-minute publishing technology. Always send a proof with your ad. All files submitted not conforming to our specifications will require production time and will incur additional production charges.

ACCEPTED SOFTWARE

Macintosh-formatted digital files: QuarkXPress, Adobe Photoshop, Adobe Illustrator, and PDF files, however additional charges may be necessary to make press ready.

ACCEPTED FILE FORMATS

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%.

CORRECT QUARKXPRESS SETUP

Document Size: (please 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 pasteboard 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. Perform a "Collect for Output": This will notify you if any graphics are missing. You must update all modified graphics. Fonts: Be sure to collect both parts of each PostScript font (screen font and printer font).

COLOR PROOFS

Please DO NOT rely on ink jet printers for accurate color proofing. Most ink jet printers do not yield accurate CMYK color output.

DELIVERING YOUR AD

Physical Delivery: Provide your ad materials on Floppy, 100 or 250 MB Zip, CD or DVD and send to: Art to Print Hawaii, 1866 Wili Pa Loop, Wailuku, HI 96793.

ELECTRONIC DELIVERY

Stuff all materials using Stuffit (file can be no larger than 10MB), send via email to:

Maui Visitor Magazine: mvproduction@spectracolor.info
 Big Island Visitor Magazine: bivproduction@spectracolor.info
 Kauai Visitor Magazine: kvproduction@spectracolor.info
 Oahu Visitor Magazine: ovproduction@spectracolor.info

NEED HELP?

If you need help producing your artwork, we can help provide you with design, proofing and other prepress services to suit your needs.

FTP INSTRUCTIONS

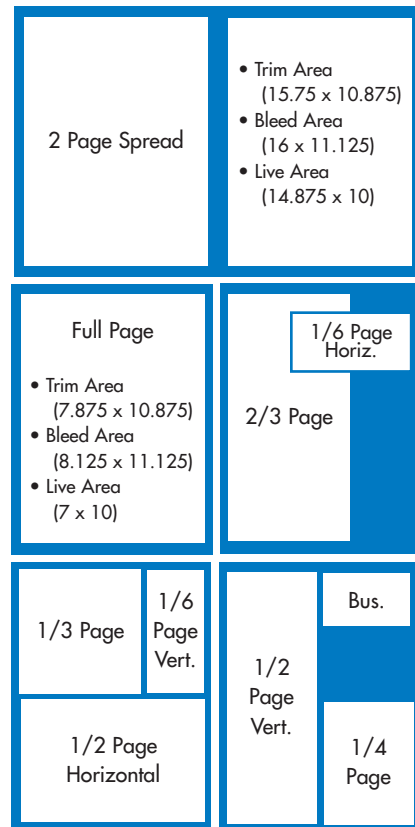
To deliver an ad via ftp, Advertisers can post it to our ftp site:

- [ftp.spectracolor.info](ftp://ftp.spectracolor.info)
- User ID: transfer@spectracolor.info
- Password: files

Please go into the "Incoming" folder then select your specific Island folder (Maui Visitor, Big Island Visitor, Kauai Visitor or Oahu Visitor) and upload files. Once complete please send a confirmation email to the corresponding island.

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 EVCom, Inc. 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 Visitor Magazine.



- 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.visitormagazines.com
- Combo or multi-ad discount of 15% off the second ad of the same size in the same or other island magazine

The People

PUBLISHER

DAVID V. EVERY
every@visitormagazines.com

DIRECTOR OF OPERATIONS

CHRIS MORAKIS
chris@visitormagazines.com

EDITOR

editor@visitormagazines.com

OFFICE COORDINATOR

LAURIE RINALDI
accounting@visitormagazines.com

SALES (TOLL FREE)

888-565-0180

PRODUCTION MANAGER

JASON STRAHN

ART DIRECTION

ART TO PRINT HAWAII

CIRCULATION

MAUI CIRCULATION & CERTIFIED DISTRIBUTORS

WEB MASTER

TERRY REIM

Color AD Dimensions

	Width		Height	
2 PAGE Spread Trim	15 ³ / ₄	15.75	10 ⁷ / ₈	10.875
Bleed	16	16	11 ¹ / ₈	11.125
FULL PAGE Trim	7 ⁷ / ₈	7.875	10 ⁷ / ₈	10.875
Bleed	8 ¹ / ₈	8.125	11 ¹ / ₈	11.125
FULL PAGE non-bleed	7	7	10	10
2/3-PAGE non-bleed	4 ⁵ / ₈	4.625	10	10
1/2-PAGE vertical non-bleed	3 ³ / ₈	3.375	10	10
1/2-PAGE horizontal non-bleed	7	7	4 ⁷ / ₈	4.875
1/3-PAGE non-bleed	4 ⁵ / ₈	4.625	4 ⁷ / ₈	4.875
1/4-PAGE non-bleed	3 ³ / ₈	3.375	4 ⁷ / ₈	4.875
1/6-PAGE vertical non-bleed	2 ¹ / ₄	2.25	4 ⁷ / ₈	4.875
1/6-PAGE horizontal non-bleed	4 ⁵ / ₈	4.625	2 ¹ / ₄	2.25
BUSINESS CARD AD non-bleed	3 ¹ / ₂	3.5	2	2

Black & White AD Dimensions

	Width		Height	
FULL PAGE non-bleed	7	7	10	10
2/3-PAGE non-bleed	4 ⁵ / ₈	4.625	10	10
1/2-PAGE vertical non-bleed	3 ³ / ₈	3.375	10	10
1/2-PAGE horizontal non-bleed	7	7	4 ⁷ / ₈	4.875
1/3-PAGE non-bleed	4 ⁵ / ₈	4.625	4 ⁷ / ₈	4.875
1/4-PAGE non-bleed	3 ³ / ₈	3.375	4 ⁷ / ₈	4.875
1/6-PAGE vertical non-bleed	2 ¹ / ₄	2.25	4 ⁷ / ₈	4.875
1/6-PAGE horizontal non-bleed	4 ⁵ / ₈	4.625	2 ¹ / ₄	2.25