



# GENERATIONS HAWAII MAGAZINE

## 2009 ADVERTISING RATES/SPECS

Hawaii's premier publication for people living "the good life after 50" is designed to provide its readers with information and resources they need to live life to the fullest.

Readers actively use our advertisers to make shopping decisions for products and services. **Generations Hawaii** is published bi-monthly with more than 25,000 copies distributed free throughout Oahu, at locations such as:

- Drugstores – Longs, etc.
- Supermarkets – Safeway, Foodland, Don Quijote and Times
- Restaurants – Zippy's, Cinnamon's and Big City Diner
- 15 Libraries
- Borders Ward Centre
- Wellness and Primetime Expos
- 1,500 doctors' and dentists' offices
- Medical facilities
- Seniors clubs and huis
- Retirement and activity centers
- Street racks

The magazine's engaging and targeted editorial content means a more qualified readership, more retention, greater pass-along coverage and top advertising value. High production quality on glossy paper in full color creates an attractive, readable and sought-after publication with a huge impact.

Editorial schedules are available upon request.

### Rates Per Insertion\* Effective Nov. 1, 2008

Size	1x	3x	6x
FP	\$2390	\$2210	\$2030
1/2	\$1555	\$1440	\$1320
1/3	\$1135	\$1050	\$965
1/4	\$895	\$830	\$760
1/6	\$655	\$605	\$555
Coupon	\$590	\$540	\$500

### Covers\*\*

Back Cover	\$2985	\$2760	\$2535
Inside Front Cover	\$2865	\$2650	\$2435
Inside Back Cover	\$2625	\$2430	\$2230

\* Plus state of Hawaii General Excise Tax.

\*\* Cover rates include 4-color, bleed and premium position charges.

### Short Rates

Advertisers will be short-rated if, within a 12-month period, they do not use the number of insertions upon which their billing has been based.

### Contract Period

Frequency rates apply over a 12-month contract period. Should new rates be announced, advertisers will be protected at the contracted rates for the duration of the contract period.

### Inserts

Preprinted inserts are priced upon request.

### 2009 Schedule

Issue	Closing Date	Camera Ready	Publication Date
Feb.-Mar.	Dec. 29, '08	Jan. 5, '09	Jan. 27, '09
Apr.-May	Feb. 24	Mar. 3	Mar. 26
Jun.-Jul.	Apr. 24	May 1	May 26
Aug.-Sep.	Jun. 26	Jul. 6	Jul. 28
Oct.-Nov.	Aug. 26	Sep. 2	Sep. 25
Dec.-Jan. '10	Oct. 26	Nov. 2	Nov. 25

## Production Specifications

**Generations Hawaii** is produced utilizing the latest in digital publishing technology. Finished publication-ready layouts can be accepted on CDs, DVDs, as e-mail attachments or uploads to our FTP site. Files must be Macintosh compatible. **We do not accept negatives or Microsoft Publisher files.**

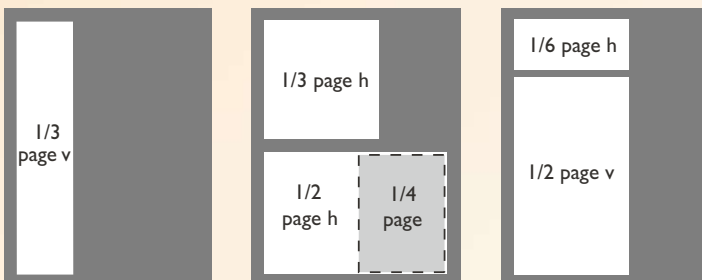
The preferred file type is a 300-dpi PDF\_x-1a, with all fonts and images embedded. Always include document bleed. If sending a PDF isn't possible, files must be Adobe InDesign CS 2 or 3, Adobe Illustrator CS 2 or 3, Adobe Photoshop CS 2 or 3, or QuarkXPress (v3.32-8). We also accept Freehand documents that are saved in EPS or PDF format. For all file types (except PDF), always include all native files, linked graphics and fonts (printer and screen) used.

Materials submitted for in-house ad production such as photographs, line art, and logos will reproduce best from original artwork (photographic prints or large, clean, line art veloxes). Inferior quality originals will require additional production time, incurring additional production charges and may not print to your satisfaction. Graphics that already exist as digital files can be accepted as Macintosh-compatible files. For more information on specifications or how to upload to our FTP site, please call our production department at **(808) 848-0711 ext. 114**, or e-mail [art@tradepublishing.com](mailto:art@tradepublishing.com).

## Production Charges

Production charges may be assessed for such services as changes and corrections to existing advertisements, design, layout, illustration, scanning, photo composition, photo retouching and other required work. The rate for this work is \$65 per hour.

Mechanical Requirements	
SIZES	WIDTH × DEPTH
Trim	8-1/8" × 10-7/8"
Full-Page Bleed	8-3/8" × 11-1/8"
Full-Page	7" × 10"
2/3 Page	4-5/8" × 10"
1/2 Page (V)	4-5/8" × 7-3/8"
1/2 Page (H)	7" × 4-15/16"
1/3 Page (V)	2-1/4" × 10"
1/3 Page (H)	4-5/8" × 4-15/16"
1/4 Page (V)	3-7/16" × 4-15/16"
1/6 Page (H)	4-5/8" × 2-1/2"
Coupon (H)	3-1/2" × 2"



## Bleed

Trim size of page is 8-1/8" × 10-7/8". Allow 1/8 inch on all outside margins which are to bleed. For double-truck bleed, please consult our prepress department.

## Special Production Requests

For information on overruns, inserts, crossovers, double-trucks, etc., please contact account manager.

## Published Bi-Monthly

**Generations Hawaii** is published bi-monthly. It is released on the last week of the month prior to the date of publication.

## Publisher's Copy Protective Clause

All typographic rights reserved. Publisher reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect Trade Publishing Company from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design or words protected by copyright, registered trademark, label, etc. in connection with advertising appearing in **Generations Hawaii**.

## Agency Commission

15% of gross billing allowed to recognized advertising agencies on display advertising, colors and bleed when payment is made within 30 days of invoice date (date of issue). No commission or cash discounts are allowed on production charges.

## Cash Discount & Service Charge

2% cash discount — 10 days from the date of invoice, net 30 days. A service charge of 1.5% per month will be charged on all overdue accounts. Payment is due 30 days from date of invoice.

## Personnel

President & Publisher  
Associate Publisher  
Advertising Sales Team

Editor  
Production Manager  
Art Director  
Graphic Designer  
Webmaster  
Print Manager  
Print Team

Circulation Manager  
Circulation Team

Carl "Kini Popo" Hebenstreit  
Steve Nikkola  
Millie Rodriguez  
Frank Hee  
Elaine Terry  
Blanche Pestana  
Susan Whitney  
Ursula Silva  
Justin Patterson  
Abe Popa  
Steven Ikehara  
Albert Ganotico  
Chris Castelli  
Alfonso Rivera  
Jason Goulet  
Elton Murata