

GENERATIONS

THE GOOD LIFE AFTER 50 HAWAII

2008 ADVERTISING RATES/SPECS

Hawaii's premier publication for people living "the good life after fifty" has been 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. Our readers tend to be:

- 64% Female – 36% Male
- Affluent
- Educated
- Home Owner
- Physically Active
- Married
- Sophisticated Shopper
- Enjoy eating out often
- Enjoy inter-island and mainland travel

Generations Hawaii is published monthly with more than 20,000 copies distributed free throughout Oahu, at locations such as:

- ⇒ Drugstores - Longs
- ⇒ Supermarkets - Safeway, Foodland and Times
- ⇒ Restaurants - All 24 Zippy's, Cinnamon's and Big City Diner
- ⇒ 15 Libraries
- ⇒ Borders Ward Center
- ⇒ 1500 Doctors and Dentists Offices
- ⇒ Medical Facilities
- ⇒ Retirement and Activity Centers
- ⇒ Street Racks

The magazine's lively but targeted editorial content means a better 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 monthly with a huge impact.

Editorial schedules are available on request.

Rates Per Insertion* Effective June Issue, 2008

SIZE	1x	3x	6x	12x
FP	\$2390	\$2210	\$2030	\$1850
1/2	\$1555	\$1440	\$1320	\$1205
1/3	\$1135	\$1050	\$965	\$880
1/4	\$895	\$830	\$760	\$695
1/6	\$655	\$605	\$555	\$505

Covers**

Back Cover	\$2985	\$2760	\$2535	\$2310
IF Cover	\$2865	\$2650	\$2435	\$2220
IB Cover	\$2625	\$2430	\$2230	\$2035

*Plus 4.166% State of Hawaii general excise tax.

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

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.

Short Rates

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

Inserts

Pre-printed inserts are priced upon request.

2008 Schedule

Issue	Closing Date	Camera-Ready	Publication Date
Jun	May 5	May 12	May 30
Jul	May 23	June 2	June 25
Aug	Jun 25	Jul 2	Jul 25
Sep	Jul 25	Aug 1	Aug 25
Oct	Aug 27	Sep 4	Sep 26
Nov	Sep 24	Oct 1	Oct 24
Dec	Oct 24	Oct 31	Nov 24

FOR MORE INFORMATION AND SPACE RESERVATIONS,
 PHONE (808) 848.0711 FAX (808) 847.8066 TOLL FREE (800) 234.5619
www.generationshawaii.com

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.**

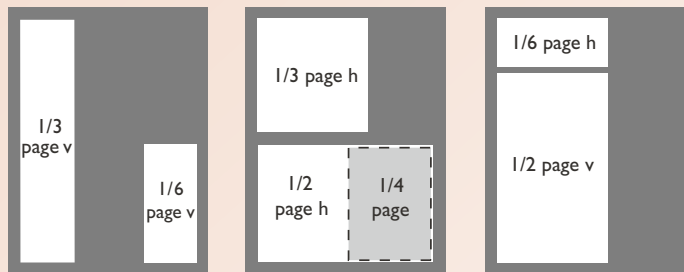
The preferred file type is a 300-dpi PDF_x-1a, with all fonts and images embedded. Always include document bleed. If sending a PDF isn't possible, files must be Adobe InDesign CS 2 or 3, Adobe Illustrator CS 2 or 3, Adobe Photoshop CS 2 or 3, or QuarkXPress (v3.32-5). We also accept Freehand documents 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.

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 \$65.00 per hour.

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



Bleed

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

Special Production Requests

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

Published Monthly

Generations Hawaii is published 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	Carl Hebenstreit (Kini Popo)
Director of Sales	Millie Rodriquez
Editor	Michael Egan
Production Manager	Blanche Pestana
Art Director	Susan Whitney
Graphic Designers	Ursula Silva
	Kim Martin
	Steven Fox
Print Manager	Abe Popa
Print Team	Steven Ikehara
	Albert Ganotico
	Chris Castelli