

Editorial Calendar 2008

January — Publication Date: Dec 18

Theme: Remembering Don Ho
Features: Living Life*
Eddie Sherman *
Dollars and Sense*

February — Publication Date: Jan 24

Theme: Valentine's Day
Features: My Funny Valentines
Knot or Not? Getting Married Again...and again.
Stayin' Alive (Health Issues)*

March — Publication Date: Feb 25

Theme: Is it Time to Smell the Roses?
Features: Brother Noland
How to Handle a Younger Boss
Second Careers*

April — Publication Date: Mar 26

Theme: Best Restaurants in Town
Green Gourmets
Secret Ingredient (Food of the Month)*
Top 10 List*

May — Publication Date: Apr 25

Theme: Looking Sexy After 50
Spas/Make-Up/Hair Makeovers
Settling for More (Relationship Column)*

June — Publication Date: May 26

Theme: Romance is the Issue
Ms. Generations Hawaii
Eligible Older Men in Hawaii
Life Over 50*

July — Publication Date: Jun 25

Theme: Original Local Art Artists over 50
Zoo Artists
This Month in Hawaiian History*

August — Publication Date: Jul 25

Theme: Going Back to School (Over 50!)
Are you Smarter than a Freshman?
A Class Act
Grandparenting #101*

September — Publication Date: Aug 25

Theme: 2nd Annual Physical Fitness Issue
Hawaiian Water Sports/ Golf/Tennis
70 is the New 40
Whatever Happened to.....?*

October — Publication Date: Sep 26

Theme: The Best Years of Your Life
Lifestyles of the Local Rich & Famous
Cars/Homes/Travel
Dollars & Sense*

November — Publication Date: Oct 24

Theme: All you need is love?
Cougars
May/December Marriages
Thanksgiving Restaurants – Senior Discounts
Book Appeal*

December — Publication Date: Nov 24

Theme: How Old is Santa?
Never Too Old for the Holidays
Rediscovering Christmas
Hawaiian Christmas Stories
Have a Laugh*

*Monthly Featured Column • All editorial is subject to change without notice.

Rate Card

Advertising Rates Per Insertion*

Size	1x	6x	12x
Full Page 4C	\$2388	\$2210	\$2031
1/2 Page 4C	\$1554	\$1438	\$1323
1/3 Page 4C	\$1134	\$1050	\$966
1/4 Page 4C	\$897	\$829	\$761

10% premium on all fixed position requests

Covers**

Back Cover	\$2987	\$2761	\$2541
Inside Front Cover	\$2866	\$2651	\$2436
Inside Back Cover	\$2625	\$2430	\$2236

* Plus State of Hawaii general excise tax in effect at time of publication.

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

*** See Local Grinds Guide to Dining Out Rate Card for rates for Dining Guide ads.

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 or three months, whichever occurs sooner.

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.

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.

Nonprofit Rates

8x rate applicable to charitable, not-for-profit 501(c)(3) organizations upon submission and verification of ID.

Inserts

Pre-printed inserts are priced upon request.

Publication Dates — 2008

Issue	Space Reservation Closing	Camera-Ready Deadline	Publication Date
Jan	Nov 15	Nov 21	Dec 18
Feb	Dec 28	Jan 4	Jan 24
Mar	Jan 21	Jan 28	Feb 25
Apr	Feb 14	Feb 21	Mar 26
May	Mar 28	Apr 4	Apr 25
June	May 5	May 12	May 26
July	May 26	Jun 2	Jun 25
Aug	Jun 17	Jun 24	July 25
Sep	Aug 4	Aug 11	Aug 25
Oct	Aug 29	Sep 8	Sep 26
Nov	Sep 30	Oct 7	Oct 24
Dec	Oct 28	Nov 4	Nov 24

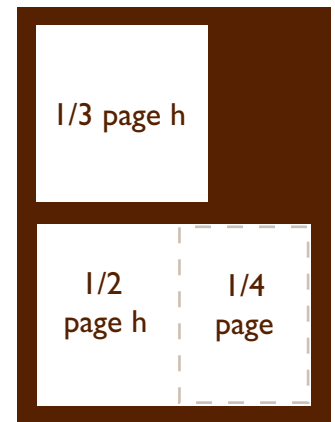
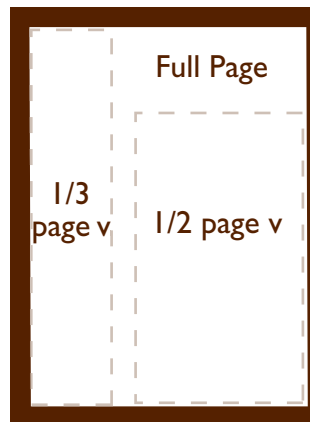
Circulation — 20,000

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.



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"
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"

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 two-page spread bleed, please consult our pre-press department.

Special Production Requests

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

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.

ADVERTISING SPACE AGREEMENT

DATE _____ EFFECTIVE _____ SALESPERSON _____

It is mutually agreed that this signed Advertising Space Contract constitutes an order for advertising in the publication(s) indicated, at the frequency rate, and other pertinent information contained on the face of this contract, and in the advertising rate card in effect at date of contract.

Commercial copy, negatives, art, photographs and other aids will be provided by the advertiser or his agency unless specifically ordered from the publisher at additional cost as detailed in the current rate card. All ads in full color.

ADVERTISER _____ AGENCY _____
 ADDRESS _____ ADDRESS _____
 CITY _____ STATE _____ ZIP _____ CITY _____ STATE _____ ZIP _____
 PHONE _____ FAX _____ PHONE _____ FAX _____
 EMAIL _____ EMAIL _____

JAN '08	FEB '08	MAR '08	APR '08	MAY '08	JUN '08	JUL '08	AUG '08	SEP '08	OCT '08	NOV '08	DEC '08

CONTRACT FREQUENCY _____ RATE _____ INSERTIONS _____
 TOTAL COST _____ * SIZE _____ CAMERA READY _____

*Plus State of Hawaii general excise tax in effect at time of publication.

SPECIAL INSTRUCTIONS _____

X _____
 SIGNATURE

 TYPE OR PRINT NAME AND TITLE

All conditions stated on the advertising rate card in effect at the date of contract signing will be binding throughout the length of the contract. Advertisers will be protected at their contracted rate for the duration of their contract or for three months should new rates be announced. This contract is cancellable by sixty (60) days advance written notice, at which time billing will be adjusted to the actual earned frequency rate. A service charge of 1.5% per month will be charged on all overdue accounts.

In case action be taken for collection under this contract by the publisher for the assertion, protection or defense of any rights to it reserved by the publisher, the advertiser agrees to pay the publisher all costs, expenses and damages and a reasonable collector's or attorney's fee.

Distribution

Generations Hawaii is published every month
Circulation: Minimum of 20,000 copies per issue

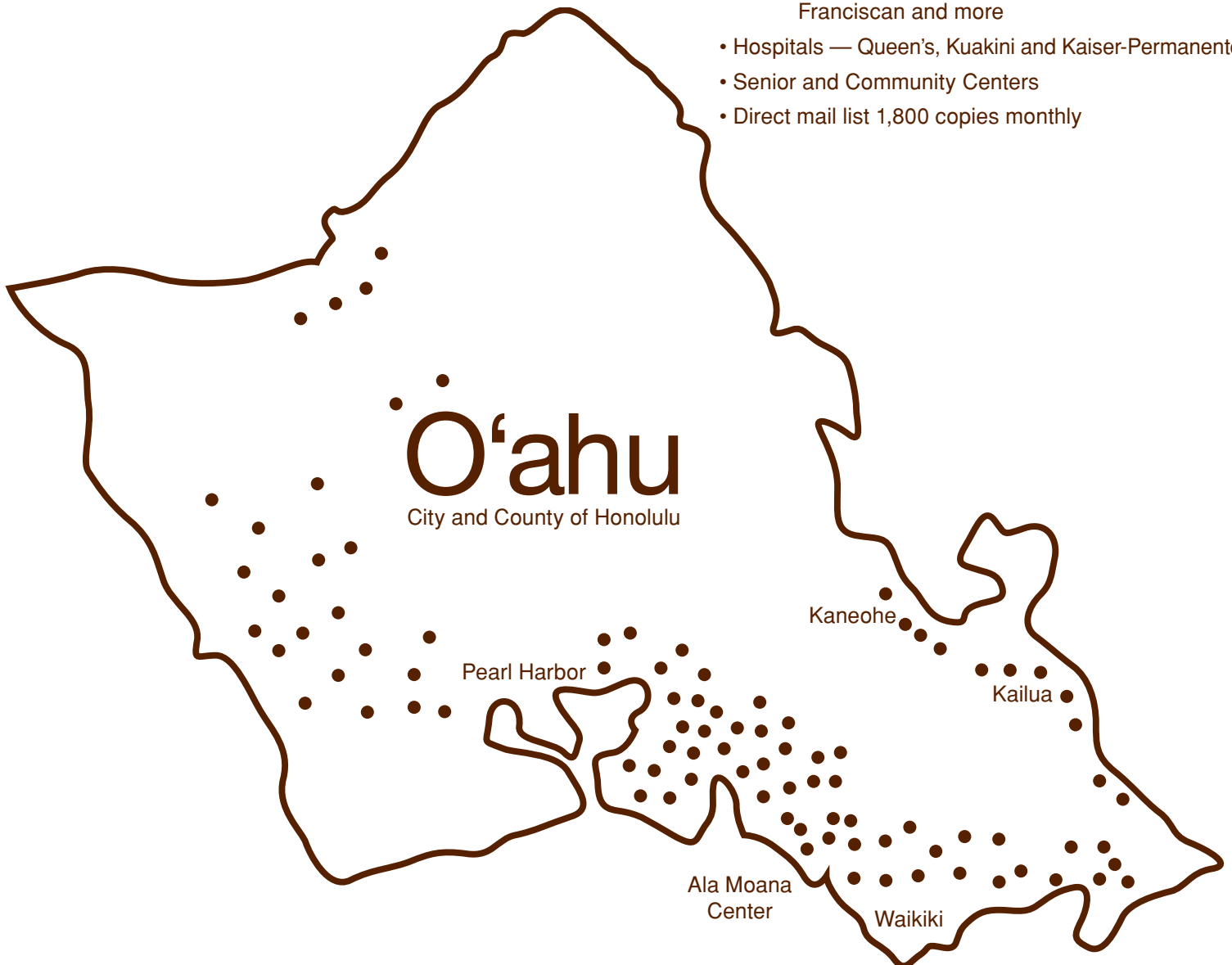
Hawaii Population*

1,262,840 Statewide

401,870 Aged 50+

Distribution Sites (85+):

- 24 Zippy's Restaurants
- Long's Drugs
- Times Markets - Selected locations
- Star Markets - Selected locations
- Safeway Markets
- Downtown Street Racks
- Retirement Facilities — Arcadia, 15 Craigside, Franciscan and more
- Hospitals — Queen's, Kuakini and Kaiser-Permanente
- Senior and Community Centers
- Direct mail list 1,800 copies monthly



*Source: US Census 2004

Local Grinds Guide to Dining Out

Advertising rate per 12 month contract:

1/2 page Full Color \$195 per month Plus Hawaii general excise tax of 4.712%

Mechanical Requirements:

1/2 page horizontal 3 3/8" Wide x 1 1/4" Tall

Savio's Fine Dining

The best of contemporary Pacific cuisine in an intimate island oasis atmosphere.

Conveniently located in The Tower

For reservations call 555-1234



Production Specifications:

Camera ready 300 dpi Adobe Acrobat PDF with all fonts and images embedded or Generations Hawaii will be happy to create the ad for you.

Restaurant

Restaurant

Restaurant

Restaurant

Restaurant

Restaurant

Restaurant

Restaurant

Restaurant

Restaurant

Restaurant