

Editorial Calendar

	Feb/Mar	Apr/May	Jun/Jul
	Space Close: Jan. 10 Production Deadline: Jan. 17 Publication Date: Feb. 8	Space Close: Mar. 9 Production Deadline: Mar. 16 Publication Date: Apr. 12	Space Close: May 8 Production Deadline: May 15 Publication date: Jun. 7
Cover	Carol Kai	Jim Nabors	Cha Thompson
Story 2	Tools for Life	Surviving the Death of a Spouse	Cosmetic Surgery
Travel	Sonoma	Bangkok	Fall Colors
Money	Diversification	IRAs	How to Choose a Broker
Health	Macular Degeneration	Osteoporosis	10 Surprising Health Facts
Tech	Digital Cameras	Cell Phones	Search Engines
Home/Food	Home Depot	Feng Shui	Salad Meals
Top 10	Generations Hawaii Logo	Vacation Destinations	Dining Discounts
	Aug/Sep	Oct/Nov	Dec/Jan
	Space Close: Jul. 10 Production Deadline: Jul. 17 Publication Date: Aug. 9	Space Close: Sep. 10 Production Deadline: Sep. 17 Publication Date: Oct. 11	Space Close: Nov. 8 Production Deadline: Nov. 15 Publication date: Dec. 6
Cover	TBA	Edgy Lee	TBA
Story 2	Dating After 50	Fashion	Second Careers
Travel	South Pacific	TBA	China
Money	How to Choose an Investment	How to Spot an Investment Scam	Tax Tips from the IRS
Health	Brain Olympics	Fun Exercises (dancing, etc.)	Diets
Tech	High Definition TVs	Kitchen Gadgets	Cars
Home/Food	Naked Furniture	Good Fats	Divine Desserts
Top 10	Hobbies/Recreational Pastimes	Hawaii Golf Courses	Jobs for Seniors

Editorial Features Subject to Change

Rate Card

Advertising Rates Per Insertion*

Size	1x	3x	6x
Full Page 4C	\$2275	\$2105	\$1935
1/2 Page 4C	\$1480	\$1370	\$1260
1/3 Page 4C	\$1080	\$1000	\$920
1/4 Page 4C	\$855	\$790	\$725
1/6 Page 4C	\$625	\$580	\$530

10% premium on all fixed position requests

Covers**

Back Cover	\$2845	\$2630	\$2420
Inside Front Cover	\$2730	\$2525	\$2320
Inside Back Cover	\$2500	\$2315	\$2130

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

6x rate applicable to charitable, not-for-profit 501(c)(3) organizations upon submission and verification of ID.

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.

Publication Dates — 2007 Circulation — 22,000

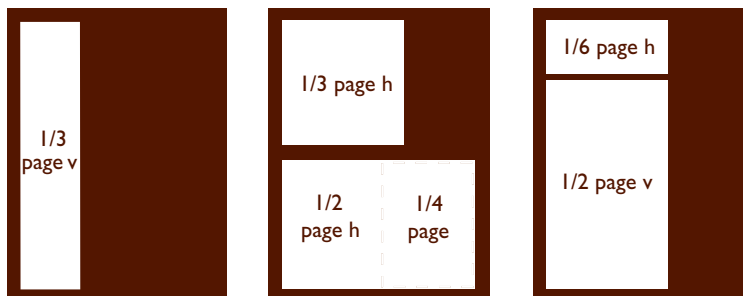
Issue	Space Reservation Closing	Camera-Ready Deadline	Publication Date
Jun/Jul	May 8	May 15	Jun. 7
Aug/Sep	Jul. 10	Jul. 17	Aug. 9
Oct/Nov	Sep. 10	Sep. 17	Oct. 11
Dec/Jan	Nov. 8	Nov. 15	Dec. 6

Production Specifications

Generations Hawaii is produced utilizing the latest electronic publishing technology. We do not accept negatives or Microsoft Publisher files. The preferred file type is a 300-dpi Adobe Acrobat PDF with all fonts and images embedded. If the ad has a bleed, build the file to the bleed size. If sending a PDF isn't possible, files must be Macintosh-compatible Adobe InDesign (CS2 or earlier), QuarkXPress (v5.01 or earlier), Adobe Illustrator (CS2 or earlier) or Adobe Photoshop (CS2 or earlier) documents. All files submitted should include native file, printer and screen fonts and all eps, tiff or any other links that may be in the native file. Tiffs and eps files should be 300 dpi. Always send a proof with your ad. Publication-ready layouts can be accepted on CDs, in an e-mail or uploaded to our FTP site.

Materials submitted for in-house ad production such as photographs, line art and logos will reproduce best from their 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.

For more information on specifications, or how to upload to our FTP site, please call our production department at 848-0711 ext. 114, or e-mail art@tradepublishing.com.



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"

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 pre-press manager.

Inserts

Pre-printed inserts, or cards, are \$1976 per two-sided page or \$1324 per two-sided insert or card under half page. These rates are in addition to artwork, inserting and postal costs, which are available on request.



287 Mokauea St. • Honolulu, Hawaii 96819
Telephone (808) 848-0711 • Fax (808) 841-3053

ADVERTISING SPACE AGREEMENT

DATE: _____ EFFECTIVE: _____ THROUGH: _____ 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.

Form with fields for ADVERTISER, AGENCY, ADDRESS, CITY, STATE, ZIP, PHONE, FAX, and EMAIL.



Table with 6 columns representing advertising periods: FEB/MAR, APR/MAY, JUN/JUL, AUG/SEP, OCT/NOV, DEC/JAN.

Contract Frequency _____

Rate _____ Size _____ Color _____ Camera Ready _____

SPECIAL INSTRUCTIONS:

Four horizontal lines for 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.

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.

Circulation: 22,000

Reader Profile

Gender % of readers

Female	65
Male	35

Age % of readers

Adults 40-69	71
--------------	----

Home Ownership % of readers

Own Primary Residence	67.5
Own Second Home	8.3

Household Income % of readers

\$80,000 +	67.5
\$65,000 - 80,000	30.0

Education % of readers

College Graduate	64.2
Post-graduate Degrees	24.2

Shopping (the past 12 months) % of readers

Purchased clothing / accessories / shoes	95.6
--	------

Marital Status % of readers

Single	29.0
Married	55.1

Dining Out (each month) % of readers

Dine out at least once	96.2
Dine out at least 7 or more times	37.1

Average times per month **6.6**

Travel (the past 12 months) % of readers

To the Neighbor Islands	50.8
To a Foreign Country	21.0
To the Mainland	56.6

Average times per year **4.5**

Source: Reader Profile Survey Cards

Distribution

Generations Hawaii is published every other month
Circulation: Minimum of 22,000 copies per issue

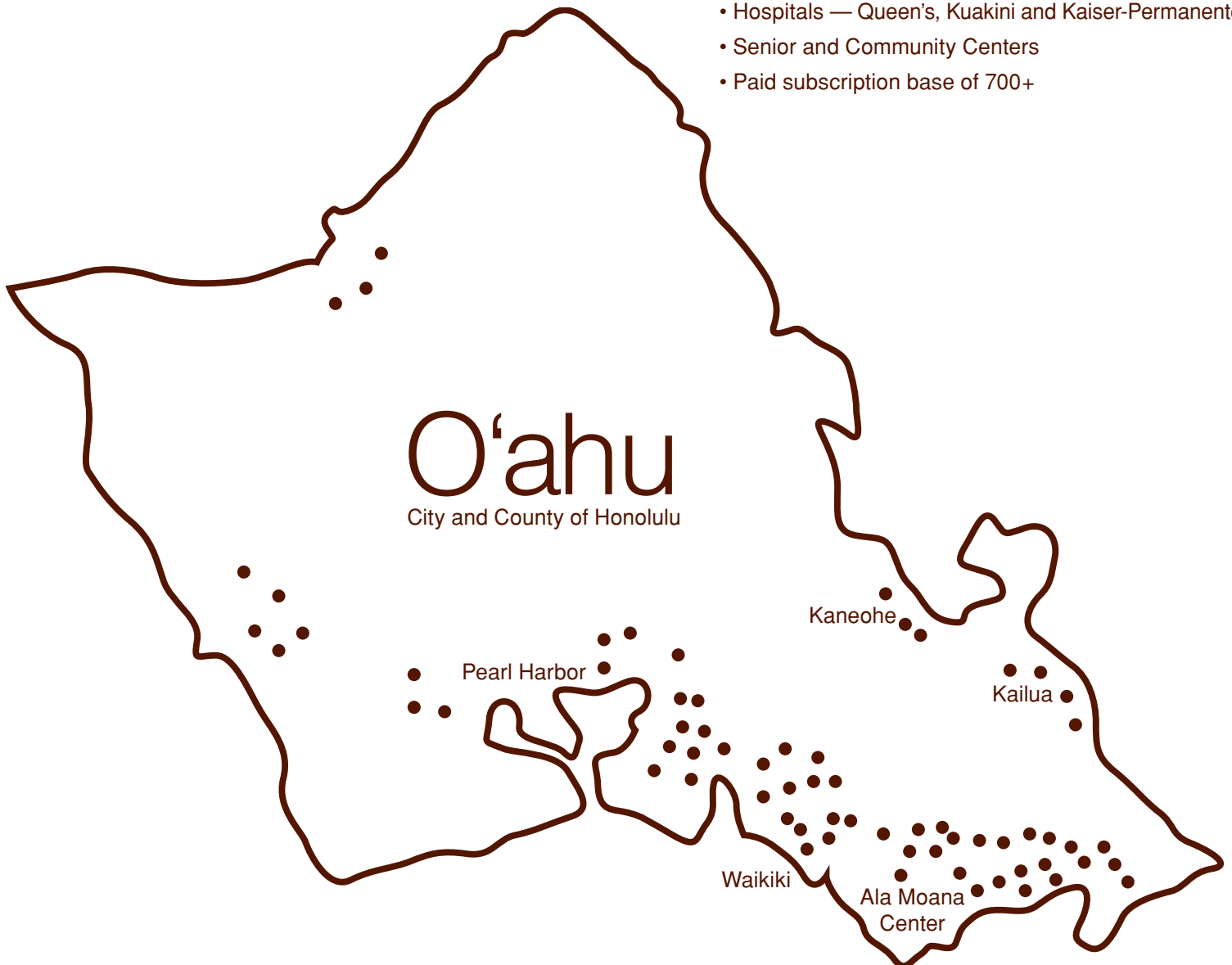
Hawaii Population*

1,262,840 Statewide

401,870 Aged 50+

Distribution Sites (60+):

- 39 Starbucks locations
- Long's Drugs - Selected locations
- Times Markets - Selected locations
- Star Markets - Selected locations
- Downtown Street Racks
- Retirement Facilities — Arcadia, 15 Craigside, Franciscan and more
- Hospitals — Queen's, Kuakini and Kaiser-Permanente
- Senior and Community Centers
- Paid subscription base of 700+



*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 7/16" 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