

Activities & Attractions guidebook

Official publication of the A3H 2006

Membership information available (808) 871-7947

Winter/Spring Issue: *December - May* Summer/Fall Issue: *June - November*

| Guidebook Member Rates & Schedule | 6-month Commitment | One Year Commitment | Multiple Island Guidebooks per Issue w/ 1 year Commitment |
|-----------------------------------|---|---------------------|---|
| Coupon | \$ 114.00 | \$ 78.00 | \$ 60.00 |
| 0.25 | \$ 270.00 | \$ 210.00 | \$ 180.00 |
| 0.5 | \$ 390.00 | \$ 300.00 | \$ 282.00 |
| 1 | \$ 570.00 | \$ 480.00 | \$ 462.00 |
| 2 | \$1,110.00 | \$ 930.00 | \$ 900.00 |
| Inside Frt (2 pages)** | No Short Rate available for Premium Locations | \$1,380.00 | \$1,320.00 |
| Backside** | | \$2,280.00 | \$2,220.00 |
| Center Truck (2 pages)** | | \$1,380.00 | \$1,320.00 |

| | Maui (112pp) | Kauai (48pp) | Oahu (48pp) |
|---------------------|-------------------|----------------|-----------------|
| Commitment Deadline | March 30/ Sept 30 | April 1/Oct 7 | April 8/Oct 14 |
| Materials Deadline | April 8/ Oct 10 | April 8/Oct 17 | April 15/Oct 24 |
| Annual Distribution | 300,000 | 200,000 | 400,000 |

- In order to advertise in an island guidebook you must provide services/product on that island.
- Premium location waiting list exists for each island. If you would like to be rotated into a premium spot, please contact Toni Davis at toni@a3h.org or 270-0803

MECHANICAL SPECIFICATIONS

| | |
|---------------|---------------|
| ¼ pg | 3.5 x 2.5 |
| ½ pg | 3.5 x 5.125 |
| Full pg | 3.5 x 10.375 |
| Full pg bleed | 4.25 x 11.125 |
| Trim size | 4.0 x 10.875 |

All ads may bleed their width to 4.25 (trims at 4 inches)

For the coupon -supply pictures and text via email toni@A3H.org
Back Cover 3.875 x 10.875 trim size (skinnier then inside pages)

PUBLICATION SPECIFICATIONS

Trim size: 4 x 10.875
Line screen: 150 lpi
Inks: 4-Color process
Binding: 2 or 3 wire stitched
Digital production only. No charge for film output.

TRANSFER MEDIA ACCEPTED

Digital Quark or Photoshop tif (w/bleed) Files
(Mac) with fonts required on CDs