



West Hawaii Today

Display Rates

Effective January 1, 2012

Publisher - Tracey Fosso
 Sales and Marketing Director - Leah Mahi
 Online Sales Manager - Terry Manning



Your customers are reading West Hawaii Today!

Rates do not include 4% state excise tax.

1. Display Open Rates

Daily \$25.00
 Sunday \$27.50

2. Annual Dollar Volume Rates

Rates available upon request for commitments over \$150,000.

Dollars Per Year	Daily	Sunday	BIW / NHN	At Home
Open	\$25.00	\$27.50	OPEN	OPEN
\$2,400	\$18.00	\$20.50	OPEN	OPEN
\$5,000	\$15.00	\$17.50	13 week	OPEN
\$10,000	\$14.00	\$16.50	13 week	OPEN
\$15,000	\$13.50	\$15.00	26 week	6x
\$25,000	\$13.00	\$14.50	26 week	6x
\$35,000	\$12.50	\$14.00	26 week	6x
\$50,000	\$12.00	\$13.50	52 week	12x
\$75,000	\$11.50	\$13.00	52 week	12x
\$100,000	\$11.00	\$12.00	FP Weekly	12x
\$135,000	\$10.50	\$11.50	FP Weekly	12x
\$150,000	\$10.00	\$11.00	FP Weekly	12x

All advertising dollars including classified liners, Westside Weekly, North Hawaii News, Big Island Weekly, West Hawaii Today online, color and preprints apply. Tax, legal advertising and Westside Weekly preprint postage do not apply. If the agreement level is not reached by the end of the annual term, the earned rate is applied and an adjustment made based on actual dollars spent.

3. Non-profit Rates

- Daily, per column-inch \$15.00
- Sunday, per column-inch \$17.50

Applies to non-profit organizations with a copy of their 501-C3 number.

4. Legal Advertising

- Notice of Completion (includes tax, filing and notary) .. \$100.00
- Legal Advertising \$23.00

5. Church Directory

- 1 to 19 lines \$45.50
- 20 to 35 lines \$75.00

6. Classified Service Directory

- 4 week insertion, per box \$195.00

7. The Grand Slam Pickup Rates

Any display ad 10 column-inches or larger may be repeated within seven (7) calendar days of original insertion date for percentages off open or contract display rates. Pickups must be run with no copy or ad size changes.

- 1st pickup. 25% Off
- 2nd pickup 50% Off
- 3rd through 6th pickup 75% Off

8. Group Combination Rates

The same ROP ad, with no copy changes, run in combination with West Hawaii Today and Hawaii Tribune-Herald at open or contract rates will earn a 10% discount from each paper. Ads must run within two publishing days of each other. **Each publication must be notified of the combo buy at the time of the order.** Double discounts not available.

- WHT / HTH / NHN 10% Off
- WHT / BIW 25% Off

9. Advertising Depths

Advertising exceeding 19 inches in depth will be charged at 21.5 inches. Double truck to include gutter: Retail 13 columns x 21.5 inches. Double truck positions only for ads 130 column inches or more. Minimum ad size is one column inch. All advertising sold in half and full-inch increments.

10. Super Saver

For ads that run a minimum of one time per week for a consecutive 12 week period. Copy and size changes allowed once every 4 weeks.

- Daily \$16.50
- Sunday \$18.00

Super Saver program cannot be combined with any other contract. No other discounts apply.

11. Color Rates

Open \$405.00
\$5,000 - \$10,000 \$10.00 PCI
\$15,000 - \$50,000 \$5.00 PCI
\$75,000 - \$150,000 \$3.50 PCI

12. Proof Services

Proofs will be furnished for the purpose of correcting minor errors, but not for additions or changes of copy. Additions or changes of copy can be accommodated for a composing fee of 25% of advertising rate for each additional proof provided. Proof corrections not received by noon on the day prior to publishing are assumed to be correct and will be published as per proof copy. For production reasons, ad space cancellation or size change cannot be accepted after deadline. **Proof corrections are the responsibility of the advertiser.**

13. Preprint Insert Rates

Cost per thousand copies inserted. Current distribution numbers available upon request. Rates for 12 or more per year requires an annual contract.

Rates for over 24 pages available upon request. Less than 8 page tab will be charged at the 8 page rate. Sufficient inserts must be provided to cover full circulation for the day of distribution. Counts in turns of 50. Minimum size: 5 1/2" x 8 1/2"
Maximum size: 11" x 11"

Size # of Pages	Open Rate	12 or More	24 or More	48 or More	72 or More
8pg Tab	\$68.00	\$66.00	\$63.00	\$60.00	\$57.00
12pg Tab	\$70.00	\$68.00	\$65.00	\$62.00	\$59.00
16pg Tab	\$72.00	\$70.00	\$67.00	\$64.00	\$61.00
20pg Tab	\$75.00	\$72.00	\$69.00	\$67.00	\$63.00
24pg Tab	\$77.00	\$74.00	\$72.00	\$69.00	\$65.00

INSERTS MUST BE DELIVERED 6 WORKING DAYS PRIOR TO SUNDAY INSERTION AND 4 WORKING DAYS PRIOR TO DAILY INSERTION.

Receiving hours: 8:00-11:00 a.m. and 1:00-4:00 p.m. Monday - Friday. Holidays excluded.

14. Special Rates and Services

Paid placement/demand position is 25% of advertising rate. Subject to availability and mechanical restrictions. Advertising must be 4 column inches or greater.

- Blind Box Charge \$8.50
- Returned Check Fee. \$25.00

15. Westside Weekly

A free total market coverage (TMC) shopper direct mailed to 13,000 non-subscribers every Tuesday. Display and Classified ads with no copy or ad size changes may be picked up from West Hawaii Today's previous 7 publishing days. Deadline Wednesday at 3:00 p.m.

- PCI, non-commissionable. \$2.00

16. Display Deadlines

Same deadlines apply to camera-ready ads, electronic ad delivery and ad cancellations.

For production reasons, ad space cancellation or size changes cannot be accepted after deadline.

Holiday deadlines will vary.

Sunday	Wednesday 4 p.m.
Monday	Thursday 4 p.m.
Tuesday	Thursday 4 p.m.
Wednesday	Friday 4 p.m.
Thursday	Monday 4 p.m.
Friday	Tuesday 4 p.m.
Saturday	Wednesday 4 p.m.

17. Special Days/Pages/Features

Arts	Friday
Business	Tuesday - Saturday
Entertainment	Friday
Flavors.	Tuesday
Health	Saturday
Home	Sunday
People & Places	Sunday
School News	Wednesday
Volcano Watch	Sunday

18. Mechanical Measurements

1 column	1.639"
2 column	3.389"
3 column	5.139"
4 column	6.889"
5 column	8.639"
6 column	10.389"
Double truck	21.889"

19. Circulation

Daily 50¢
Sunday \$1.00

CAC Net Paid as of March 31, 2010:

Sunday 13,357
Monday - Saturday 11,062

20. Electronic Ad Delivery

Display advertising accepted electronically in a PDF format or AP AdSend only. All fonts must be embedded into document. First time users must send a test file before transmitting actual ad. West Hawaii Today will not be responsible for any errors incurred on electronically received ads or if ISP server is interrupted or revised ads sent without notification. A faxed copy should be sent as a proof. Complete electronic ad instructions available from your account representative.

Upload ads to: bigisland-ads.com

21. Printing Process

Printed by offset process: 6-column broadsheet by 21.5 inches in height. 129 inches per page; 279.5 inch double truck.

General Policy, Commission and Terms of Payment

- Retail rates are non-commissionable.
- All advertising is payable in advance except for accounts that have established credit with this newspaper. Credit accounts are billed monthly and payment is due upon receipt of statement. This newspaper reserves the right to refuse any advertising from any advertiser whose account is in arrears. Accounts that run 45 days past due are subject to cancellation. Accounts 60 days past due will not be run without payment.
- Payment in advance is required for all political advertising. All political ads require a disclaimer which includes name of party responsible for advertisement, address and/or contact phone number.
- Acceptance of payment for advertising or advertising copy by an employee of West Hawaii Today is subject to review, approval and acceptance by management, which reserves the right at any time to reject any advertisement which is submitted for publication.
- No verbal agreements, promises, waivers, understanding or conditions of any nature other than those contained in this card shall be binding to

West Hawaii Today.

- Advertisers shall use advertising space or inserts for its own retail display purpose only, and shall not sublet or broker any of such advertising space to others.
- This newspaper has the option to insert above any copy the word "advertisement" in no less than 8 point in advertising set to resemble editorial copy.
- This newspaper may revise rates quoted at any time, up to 30 days written notice to holders of contracts. If a rate revision is made and not accepted by advertiser, advertiser may cancel contract without a penalty. Should advertiser not achieve the specified dollar value level, advertiser agrees to pay the difference between the contract rate and the rate earned on dollars spent.
- Except as set forth herein, Newspaper shall not be liable for any error in or omission of any portion of any advertisement made. In the event Advertiser returns requested proof copy before the publication's advertising deadline with an error or correction plainly noted thereon, or in the event Newspaper fails to publish an advertisement as requested by the advertiser and is notified of such omission, Newspaper shall (1) in

the case of error duly noted, prorate the cost of the advertisement in such proportion as the space occupied by the noted error bears to the whole space occupied by such advertisement or (2) in the case of omission, publish the advertisement in the next day's issue of the Newspaper unless requested otherwise by Advertiser in writing. Newspaper's liability is LIMITED to that activity noted in this paragraph and in no event shall Newspaper be liable for any general, special or consequential damages whatsoever.

- Should checking copies become lost or other disputes arise, pay as outlined and adjustments will be made promptly. Claims for adjustments occasioned by an error or omission must be made to Newspaper within 30 days after the publication date on which error or omission occurred. Errors not brought to Newspaper's attention within the applicable time period shall be deemed waived and bills final and conclusive.
- Type and graphics may be provided by West Hawaii Today at no additional charge. They are for the clients use in West Hawaii Today and remain the property of West Hawaii Today.