

hele mai

THE MAGAZINE OF MAKANI KAI AIR

READERSHIP - 7,000+/MONTH

Share your voice with our island readers traveling between Oahu, Maui and Molokai. Alongside your message, our editorial features will provide a glimpse into our islands' history, culture, traditions and the people who make Hawaii what it is—a place of understanding, acceptance and caring—a place of aloha.



ISSUE DATES	SPACE DEADLINES
January 1, 2018	November 30, 2017
May 1, 2018	March 30, 2018
September 1, 2018	July 31, 2018
January 1, 2019	November 28, 2018

SIZE	SPECS (width x height)	RATE/MO.
Full Page	Trim - 5.5" x 8.5" Bleed - 5.75" x 8.75"	\$350
Back Cover	Trim - 5.5" x 8.5" Bleed - 5.75" x 8.75"	\$450
Premium (IFC & IBC)	Trim - 5.5" x 8.5" Bleed - 5.75" x 8.75"	\$400
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1/2 Page (V)	2.43" x 7.57"	\$250

*Rates are based on an annual contract



CAMERA READY REQUIREMENTS

Acceptable File Types:

PDF (PDF/X-1a compliant), TIFF, Adobe InDesign, Photoshop, Illustrator.

Delivery Methods:

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- Email your digital files to imaging@thisweek.com (under 10MB)
- DVD or CD-ROM
- Files submitted via email or Ad Submission Website should be a compressed zip file.

Formatting Elements:

- All fonts must be embedded within your high-resolution PDF.
- Recommended resolution for all images is 300 dpi.
- All 4-color ads must be in CMYK format. Any RGB and/or Pantone colors must be converted prior to submitting files.

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