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HAWAII-AI MAGAZINE

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HAWAII-AI is a popular Japanese Language FREE bi-monthly publication distributed in Hawaii at over 200 locations. It has continually been in both Hawaii & Japan for 29 consecutive years and thus prides itself in the hundreds of thousands of readers we have touched and corresponded with over the years. Known as a first-class magazine, primarily for the visitors, this award-winning guide book enjoys a wide, upscale readership of both men & women.

Publication Profile

HAWAII-AI is a free bi-monthly visitor publication, available to visitors from Japan throughout the island of Oahu and in Japan. Magazine style with full color, glossy stock.

Readership

Appeals to visitors of all age ranges and market segments from men and women to students, families and seniors, as well as business travelers. **HAWAII-AI** appeals to the more independent and affluent Japanese traveler who is inclined to stay longer per trip, spend more and return repeatedly.

Sectionalized Approach

Dining, Shopping, Health & Beauty, Activities, Golf, Life & Study, Real Estate and drive maps, driving laws and safety tips, plus Honolulu to Waikiki maps with advertiser directory and two page Oahu map.

Circulation

Minimum 80,000 per issue /Distributions to HawaiiTourismJapan-Dentsu

Distribution

HAWAII-AI has over 200 strategic distribution locations including the Japanese Consulate in Honolulu, hotels, condominiums, tour and travel desks, golf courses, shopping centers, restaurants, Waikiki street stands, plus major visitor attractions. All major car rental companies also use the publication as their Japanese driving guide. At Honolulu International Airport the magazine is handed out by Japanese speaking greeters, and available at kiosk locations throughout the terminals. Also distributes in Japan.

Advertising Rates

General AD Rates(per issue):

Ad Size*	6 issues	3 issues	1 or 2 issues
Full	\$4,160 (\$2,080 per month)	\$4,340 (\$2,170 per month)	\$4,650 (\$2,325 per month)
1/2	\$2,700 (\$1,350 per month)	\$3,100 (\$1,550 per month)	\$3,420 (\$1,710 per month)
1/4	\$1,740 (\$870 per month)	\$1,940 (\$970 per month)	\$2,120 (\$1,060 per month)
1/8	\$1,110 (\$555 per month)	\$1,190 (\$595 per month)	\$1,300 (\$650 per month)

Advertorial (Includes production fee**per issue):

Front Section (1p)	\$4,000
Made in Hawaii (1/6p)	\$800
Restaurant (1/12p)	\$400
Real Estate (1/12p)	\$400
Sansaku Map	\$1,600
Charley's Taxi (1/8)***	\$1,110

* Premium Pages & Cover Positions: add 15% to above rates.

** Production fee does not include professional photography.

*** Excludes advertisers in Central Waikiki area.

Production Fee* (General Ad)

Full page	\$800
1/2 page	\$500
1/4 page	\$300
1/8 page	\$200

Change Existing Ad \$50~ (Depending on the amount of change)

* Above production fee is set for the exclusive design usage in Hawaii-Ai magazine. Additional design release fee applies for usage in other publications.

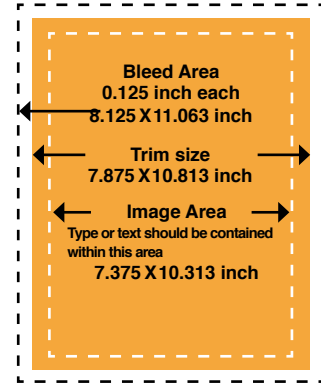
Schedule

Bi-Monthly Issues	Space Deadline	Materials	Digital Files
Nov 2010	Sep.14.10	Sep.20.10	Sep.27.10
Jan 2011	Nov.15.10	Nov.19.10	Nov.26.10
Mar 2011	Jan.14.11	Jan.20.11	Jan.27.11
May 2011	Mar.14.11	Mar.18.11	Mar.25.11
July 2011	May.13.11	May.19.11	May.26.11
Sep 2011	July.14.11	July.20.11	July.27.11
Nov 2011	Sep.14.11	Sep.20.11	Sep.27.11

Ad Dimensions

Ad size	Width	Height
Full page*(Trim Size)	7.875 inch	10.813 inch
(Include Bleed)	8.125 inch	11.063 inch
1/2 page(V)	3.375 inch	10 inch
1/2 page(H)	7 inch	4.875 inch
1/4 page	3.375 inch	4.875 inch
1/8 page	3.375 inch	2.313 inch

* For Bleed ad, please set your document size to Full page
 TRIM size specification, **extending 0.125 inch** on all four sides, beyond trim.
 To ensure your copy is safe from trimming, keep text **0.25 inch** inside the trim.
 Bleed only allowed for full and premium page ad.



Mechanical Requirements

All digital files must be Macintosh compatible EPS.
 Program: **Illustrator EPS (CS3 or below), Photoshop EPS (CS3 or below)**
 Fonts: **Please outline all fonts**
 Data Quality: 350dpi
 File Receiving: 1. CD Roms 2. FTP
 Please do not save the files as Illustrator native format (ai) or PDF.
 A color digital proof **MUST** accompany file.
 All linked image files must be saved in CMYK format.

How to send a file via FTP

- 1. OPEN A BROWSER**(i.e. Firefox, Internet Explorer, Safari) and go to: **http://files.pacificbasin.net**
- 2. LOGIN**
 Enter the following information in the fields:
 Username: **client**
 Password: **2Upload**
 Click **“Login”**
- 3. SELECT PUBLICATION**
 Select Hawaii Ai from **“Choose a Publication/Company to Upload To”**
- 4. CHOOSE FILE TO UPLOAD**
 ※ PLEASE STUFF ALL FILES WHEN SENDING TO OUR FTP SITE: Please put all the files you are sending in a folder and stuff the folder using Stuffit Deluxe software. Unstuffed files like Illustrator, Photoshop and especially fonts often get corrupted when transferred over the internet. Stuffing them encapsulates them inside Web native file structures giving better results and shortening transfer times.
- 5. ENTER DESCRIPTION OF FILE**
 Issue, client/Company name, ad size
- 6. UPLOAD**
 CLICK **“Upload File”**

