

General Advertising Rates

2012

All rates are Gross

Rate Card #9
Effective January 2012



Rate Base: 74,000 ♦ Total Readers: 155,400
Circulation Region: Hawaii

	1X	3X	6X
4 Color			
Full Page	\$ 4,440	\$ 4,220	\$ 4,000
2/3 Page	3,100	2,950	2,790
1/2 Page	2,770	2,630	2,490
1/3 Page	1,660	1,580	1,490
1/6 Page	980	930	880
B&W			
Full Page	\$ 3,550	\$ 3,370	\$ 3,200
2/3 Page	2,490	2,370	2,240
1/2 Page	2,220	2,110	2,000
1/3 Page	1,330	1,260	1,200
1/6 Page	780	740	700
Cover 2	\$ 5,110	\$ 4,850	\$ 4,600
Cover 3	\$ 4,880	\$ 4,640	\$ 4,390
Cover 4	\$ 4,440	\$ 4,220	\$ 4,000

