

M E N U

M A G A Z I N E
4-1191 Kuhio Highway • Kapaa, Hawaii 96746

ADVERTISING RATES

Established on Kauai in 1987 and printed tri-annually, *Menu Magazine* is a restaurant and shopping guide designed to serve island visitors and residents. It is easy to use and complimentary issues may be obtained at select, convenient locations.

DISTRIBUTION

Menu Magazine is distributed via airport information and arrival areas (Aloha, Hawaiian, United, Go!, America, ATA, Island Air), hotels, resorts, car rental agencies, activity desks, time-share, vacation and condominium rentals, supermarkets, retail stores, newsstands, and travel desks and agents, and restaurants. **PER YEAR 230,000 PER ISSUE 76,600**

RESTAURANT ADVERTISING RATES

Full Page Annual (3 Issues)	\$5,461	\$455 Per Month
Half Page Annual (3 Issues)	\$3,550	\$295 Per Month
Ono Cozy & Delicious Annual (3 Issues)	\$1,775	\$148 Per Month

All print ad purchases come with a complimentary full page website ad that links directly to advertiser's website

ONLINE ADVERTISING RATES

Full Page Online Only	\$360 Per Year
Showcase Ad Home Page	\$600 Per Year \$50 Per Month

Celebrating
Our 20th Year

RETAIL ADVERTISING RATES

Full Page Annual (3 Issues)	\$7,341	\$611 Per Month
Full Page One Issue Rate (4 mos.)	\$3,180	\$795 Per Month
Half Page Annual (3 Issues)	\$6,352	\$529 Per Month
Half Page One Issue Rate (4 mos.)	\$2,753	\$688 Per Month
Quarter Page Annual (3 Issues)	\$3,669	\$305 Per Month
Quarter Page One Issue Rate (4 mos.)	\$1,590	\$397 Per Month

SPECIAL POSITIONS

Full page only, per issue (4 months)		
Front Cover	\$6,767	\$1,691 Per Month
Inside Front Cover or Facing Page	\$5,505	\$1,376 Per Month
Back Cover	\$6,354	\$1,588 Per Month
Inside Back Cover or Facing Page	\$5,505	\$1,376 Per Month
Divider Cover Pages	\$3,000	\$750 Per Month

*Additional Pages-10% Discount

PUBLICATION SCHEDULE

ISSUE	PUBLICATION DATES	SPACE RESERVATION	CAMERA READY
SUMMER	April	March 15	March 30
FALL	August	July 15	July 30
WINTER	December	October 30	November 15

MECHANICAL REQUIREMENTS

Menu Magazine is printed web-offset using four-color process. It is printed on UV coated stock, perfect bound and trimmed to 8 1/4" X 10 7/8".

CAMERA READY REQUIREMENTS. Camera ready art must be to correct ad size and digital files are preferred. Files must be MacIntosh compatible and presented on a zip disc or CD—with graphics and fonts included, along with a color laser or matchprint for color reference.

FULL COLOR. Menu will handle all full color separations. Transparency film is required. Customers will be billed separately for color separations.

BLEED & GUTTER REQUIREMENTS. No charge for bleed advertisements. Add a minimum 1/8" on all sides, except on the top, add 1/4". Important copy should be kept 1/4" from the final trim edges. Ads that bleed into the gutter should keep all important copy 1/4" from gutter.

AD DIMENSIONS

Sizes	Width and Depth (Trim Size)	Bleed Size Width and Depth
Full Page	8 1/4" X 10 7/8"	8 1/2" X 11 1/8"
Half Page Horizontal	7 1/4" X 4 7/8"	
Half Page Vertical	3 1/2" X 10"	
Quarter Page	3 1/2" X 4 7/8"	

Recognized agencies eligible for 15% commission, providing all camera ready art and transparencies are submitted by deadline date and payments are received no later than five days after contract due date. All typesetting, art, color or stripping revisions to camera ready art will be billed at cost, non-commissionable.

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