

Big Island Weekly

Display Rates

Effective January 1, 2012

Publisher - Tracey Fosso
 Sales and Marketing Director - Lisa Salazar
 Online Sales Manager - Terry Manning

 **Stephens Media LLC**
 A Stephens Media Group Newspaper

Your customers are reading Big Island Weekly!

Rates do not include 4% state excise tax.

1. Display Open Rate

Retail, Classified & Agency
 Weekly, per column inch \$19.00

2. Annual Frequency Agreement Rates

| Weekly | Rate |
|------------------------------|---------|
| 13 issues | \$15.00 |
| 26 issues | \$13.00 |
| 52 issues | \$10.00 |
| Full page weekly (52 issues) | \$8.00 |

Display ads run in Big Island Weekly apply. Size and ad copy may change weekly. 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 Rate

• Weekly, per column-inch \$13.00

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

4. Group Combination Rates

The same ROP ad, with no copy changes, run in combination with West Hawaii Today, Hawaii Tribune-Herald and/or North Hawaii News at open or contract rates will earn a 25% discount off of the Big Island Weekly rate. Ads must run within the same week. **Publication must be notified of the combo buy at the time of order.** Double discounts not available.

5. Advertising Depths

Advertising exceeding 10 inches in depth will be charged at 11.5 inches. Double truck to include gutter: 13 columns by 11.5 inches. Double truck positions only for ads 70 column inches or more. Minimum ad size is one column inch. All advertising sold in half and full inch increments.

6. Color Rates

\$5.00 per column inch up to \$150.00 maximum. Minimum four column inches.

7. 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.**

8. 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

9. Preprint Insert Rates

Flat rate charge per each insertion date. Rates for 12 or more per year requires a 12-month contract.

Minimum size: 5.5" wide by 8.5" high
 Maximum size: 11" wide x 11" high
 Rates for over 24 pages available upon request. Less than 8 page tab will be charged at the 8 page rate. Counts in turns of 50.

| Size # of Pages | One Time | 12 or More | 24 or More | 48 or More |
|-----------------|----------|------------|------------|------------|
| 8pg Tab | \$816.00 | \$792.00 | \$756.00 | \$720.00 |
| 12pg Tab | \$840.00 | \$816.00 | \$780.00 | \$744.00 |
| 16pg Tab | \$864.00 | \$840.00 | \$804.00 | \$768.00 |
| 20pg Tab | \$900.00 | \$864.00 | \$828.00 | \$804.00 |
| 24pg Tab | \$924.00 | \$888.00 | \$864.00 | \$828.00 |

INSERTS MUST BE DELIVERED 4 WORKING DAYS PRIOR TO INSERTION.

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

10. Display Deadlines

Thursday, the week prior to publication, 4:00 p.m.
 Same deadline applies 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.

11. 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" |

12. Circulation

12,500 copies of Big Island Weekly are distributed each Wednesday at more than 200 locations island-wide.

13. 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

14. Printing Process

Printed by offset process: 6-column broadsheet by 11.5 inches in height. 69 inches per page; 149.5 inch double truck.

Locations Island Wide



General Policy, Terms of Payment and Contracts

Frequency rates are non-commissionable. Commissionable agency rate is available at open rate.

- 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 Big Island Weekly 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, understandings or conditions of any nature other than

those contained in this card shall be binding to Big Island Weekly.

- 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 points 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 penalty.
- 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 occupies 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 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 Big Island Weekly at no additional charge. They are for clients use in Big Island Weekly and remain the property of Big Island Weekly.