



▶ [myhawaiiisland.com](http://myhawaiiisland.com)

▶ [islandentrepreneur.com](http://islandentrepreneur.com)

**Island Entrepreneur Media, LLC**  
100 Pauahi Street, Suite 201  
Hilo, Hawaii 96720  
p. 808 - 961 - 5907 f. 808 - 443 - 0700

## Hawaii's Life Quality Magazine

Aloha,

My Hawaii Island Magazine is Hawaii Island's first full color, brochure quality lifestyle magazine. Beginning in May 2006, it is issued quarterly and freely distributed to visitors and entrepreneurs islandwide. We direct mail each issue to over 5000 island based business owners and provide a free gift copy to Hawaii Island visitors. The publication is made available at all ports of entry, and through retailers and hoteliers islandwide. Readership is expected to reach over 300,000 individuals from among residents and visitors in our first year.

Our editorial mission is to introduce quality of life entrepreneurship to both visitors and islanders, demonstrating the many ways one can provide a profitable and fulfilling service or product in contribution to our island community and local economy. Our regular columns encourage responsible development, provide for environmental awareness and promote sustainability in island business.

By highlighting locally run businesses and the founders of successful island enterprises, we hope to inspire readers to discover the formula for attainment of their own life's desires through business and entrepreneurship. We invite you to make a contribution to our efforts with an editorial or advertising feature of your own. Let us tell the story of your business, and what makes Hawaii Island - your island!

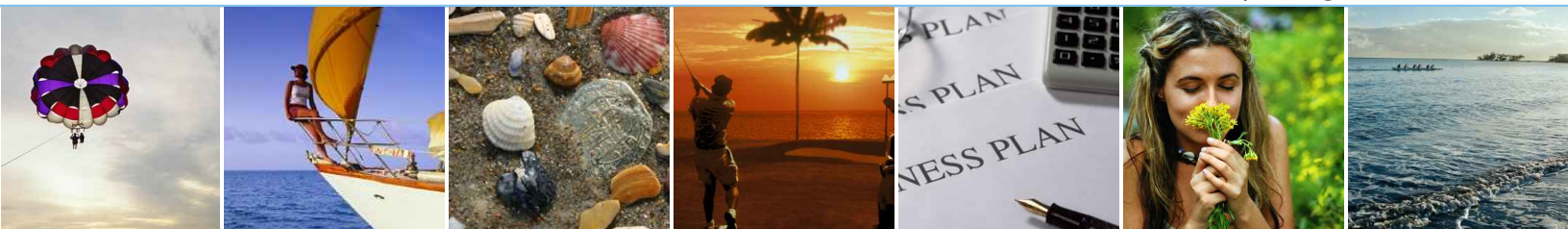
With Aloha,

Grif Frost,

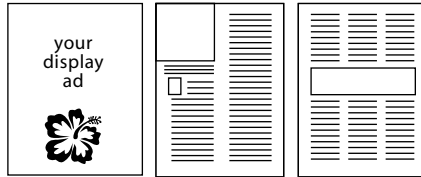
Kate Almony,

Carl Saxer

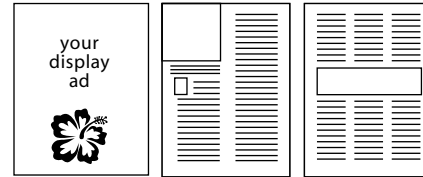
Hawaii's LQ lifestyle magazine!



## Feature Sponsorship Rates



*display options  
and layout varies  
according to  
content and  
number of  
photos*



*display options  
and layout varies  
according to  
content and  
number of  
photos*

### Package A\*

#### Section Sponsorship

3 Pages Total including:

##### INDUSTRY EXCLUSIVITY

1 Full Page Color Display Ad

2 Full Pages Color Feature Editorial

(700 - 1000 words + PHOTOS)

Website Directory Display

Advertising Design Included

Editorial Assistance Included

Feature Positioning

**\$3750. each issue (x4)**

\* annually renewable only

**\$3450. each issue (x12)**

preferred positioning

### Package B

#### Special Feature

3 Pages Total including:

1 Full Page Color Display Ad

2 Full Pages Color Feature Editorial

(700 - 1000 words + PHOTOS)

OR Up to 3 page article with photos,

logo and contact information

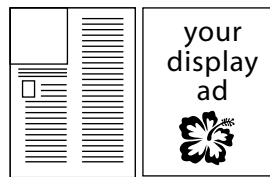
Advertising Design Included

Editorial Assistance Included

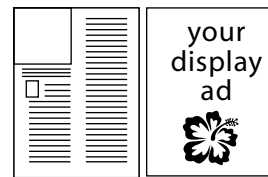
Feature Positioning

**\$5025. each issue (x1)**

one time feature



*display options  
and layout varies  
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number of  
photos*



*display options  
and layout varies  
according to  
content and  
number of  
photos*

### Package C\*

#### Column Sponsorship

2 Pages Total including:

##### INDUSTRY EXCLUSIVITY

Up To 1 Full Page Color Display Ad

1 to 2 Full Pages Color Feature Editorial

(400- 800 words + PHOTOS)

Website Directory Display

Advertising Design Included

Editorial Assistance Included

Feature Positioning

**\$2680. each issue (x4)**

\* annually renewable only

**\$2480. each issue (x12)**

\* preferred positioning

### Package D

#### Trend Feature

2 Pages Total including:

Up To 1 Full Page Color Display Ad

1 to 2 Full Pages Color Feature Editorial

(400- 800 words + PHOTOS)

Website Directory Display

Advertising Design Included

Editorial Assistance Included

Feature Positioning

**\$3350. each issue (x1)**

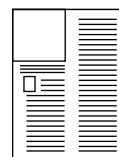
\* one time feature

## Introductory Special

*Long term sponsors of one page  
or more receive a free product  
feature listing in our Product  
Catalog center pull-out.  
(up to 1/6 page in size per sponsored page)*



*layout options  
include editorial  
feature OR full  
page display ad*



**\$1675. each (x4)**

**\$1475. each (x12)**

\* annually renewable only

**\$1875. each (x1)**

OPEN PAGE RATE

### Package E

#### Single Page

Full Page Total including:

Up To 1 Full Page Color Display Ad

or 1 Full Page Color Feature Editorial

(300 - 500 words + PHOTOS)

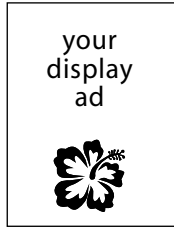
Website Directory Display

Advertising Design Included

Editorial Assistance Included

Feature Positioning

## Advertising Rates & Options



### Package E

#### Full Page

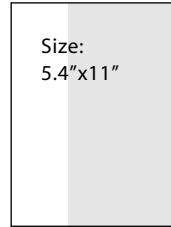
Full Page Total including:  
Full Color Display  
Size: 8.5" x 11" + .125" bleed  
Website Directory Display  
Advertising Design Included

**\$1575. each (x12)**

**\$1675. each (x4)**

**\$1875. each (x1)**

**OPEN PAGE RATE**



### Package H

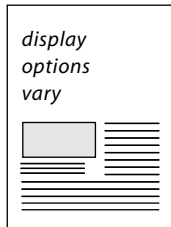
#### 2/3 Page

2/3 Page space including:  
Full Color Display with photos  
Bleed edge on 3 sides  
Website Directory Display  
Advertising Design Included

**\$980. each (x12)**

**\$1100. each (x4)**

**\$1250. each (x1)**



### Package F

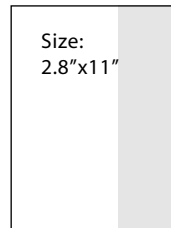
#### Product Feature Listing

HALF Page including:  
300 words + 1-2 PHOTOS + LOGO  
Product may be changed in each issue

**\$780. each issue (x12)**

**\$840. each issue (x4)**

**\$940. each issue (x1)**



### Package I

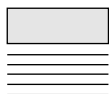
#### 1/3 Page

1/3 Page space including:  
Full Color Display with photos  
Bleed edge on 3 sides  
Website Directory Display  
Advertising Design Included

**\$535. each (x12)**

**\$560. each (x4)**

**\$630. each (x1)**



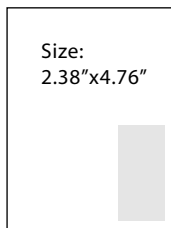
layout  
options  
vary

### Package G

#### Classified Listing

1/12 Page including:  
up to 50 words + 1 image  
Industry Categorization

**\$140. each issue (x1)**



### Package J

#### 1/6 Page

1/6 Page space including:  
Full Color Display with photo  
Website Directory Display  
Advertising Design Included  
Catalog Positioning

**\$275. each (x12)**

**\$285. each (x4)**

**\$325. each (x1)**

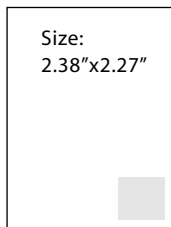
## IMAGES & ARTWORK

Advertising design services are included with all advertising agreements, however, camera-ready artwork may be submitted if desired. Camera-ready artwork may be submitted as .tif, .pdf, or native Illustrator, Photoshop or Freehand files. All text should be converted to outlines or included. We request that you limit the use of all supplied artwork to Island Entrepreneur Media productions, unless permission is obtained in advance.

Photography services can be arranged in advance of advertising deadlines at a small additional charge of \$50. per image. All photos submitted for inclusion should be of print reproduction quality, and may be sent in .jpg format by email to

**images@islandentrepreneur.com** or delivered on CD to the above address. All images not produced by Island Entrepreneur Media should be accompanied by a usage release from the copyright holder.

Please review all advertising prior to publication for accuracy, as we cannot be responsible for losses incurred as a result of errors or omissions. All advertising and editorial submissions are subject to acceptance.



### Package K

#### 1/12 Page

1/12 Page space including:  
Full Color Display with image  
Website Directory Display  
Advertising Design Included  
Catalog Positioning

**\$135. each (x12)**

**\$150. each (x4)**

**\$160. each (x1)**



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**PUBLISHING DEADLINES**

**Summer 2006** JUNE - JULY - AUG

placement deadline: Apr. 1, 2006  
proof approval deadline: Apr. 7, 2006  
publication date: May 21, 2006

**Autumn 2006** SEPT - OCT - NOV

placement deadline: June 21, 2006  
proof approval deadline: July 7, 2006  
publication date: Aug. 21, 2006

**Winter 2006-2007** DEC - JAN - FEB

placement deadline: Sep. 21, 2006  
proof approval deadline: Oct. 7, 2006  
publication date: Nov. 21, 2006

**Spring 2007** MAR - APR - MAY

placement deadline: Dec. 21, 2006  
proof approval deadline: Jan. 7, 2007  
publication date: Feb. 21, 2007

**Summer 2007** MAR - APR - MAY

placement deadline: Mar. 21, 2007  
proof approval deadline: Apr. 7, 2007  
publication date: May 21, 2007

**All advertising is subject to acceptance.**

Customized layout and design services are included. Although display advertising may be repeated in successive issues, editorial feature topics must vary for each issue. Custom editorial compositions should be arranged in advance of materials deadline. Location photography is available at a small additional charge, but studio photography can be arranged at no charge. Any images or artwork provided must be submitted in reproduction quality suitable for print. All photos should be accompanied by a release, and shall not infringe on any other existing copyrights.

Page size is 8.5" x 11" + .125" bleed on all sides. Camera ready artwork is acceptable in various formats, including .pdf, eps or native Illustrator, Photoshop or Freehand files. Please call our design studio at 808.965.0355 for more specific details on submissions.

**AGREEMENT TO ADVERTISE / INSERTION ORDER**

Island Entrepreneur Media, LLC agrees to produce and place print article and /or display advertisement in MyHawaiiIsland Magazine on behalf of client named below for a term of \_\_\_\_\_ consecutive issues.

No of Pages: \_\_\_\_\_ SIZE: \_\_\_\_\_ X \_\_\_\_\_ PACKAGE: \_\_\_\_\_

**INSERTION DATES**

Special Position: \_\_\_\_\_

from: \_\_\_\_\_ to: \_\_\_\_\_

- Editorial Production Required
- Photos Required
- Copy Attached

- Artwork / Design Included
- Photos / Images Attached

X  
\_\_\_\_\_  
CLIENT SIGNATURE

DATE \_\_\_\_/\_\_\_\_/\_\_\_\_

APPROVED BY: \_\_\_\_\_

NAME \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

PHONE + FAX \_\_\_\_\_

E Mail ADDRESS \_\_\_\_\_

DELIVERY ADDRESS \_\_\_\_\_

\_\_\_\_\_ # \_\_\_\_\_

**PAYMENT TERMS**

**RATE PER INSERTION \$** \_\_\_\_\_ X \_\_\_\_\_ \*all discounts applied

Contract Total: ÷\$ \_\_\_\_\_

**DEPOSIT RECEIVED:** \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Cash \$ \_\_\_\_\_

Check \$ \_\_\_\_\_ Check# \_\_\_\_\_

**NEXT PAYMENT DUE DATE:**

\_\_\_\_/\_\_\_\_/\_\_\_\_ \$ \_\_\_\_\_ per \_\_\_\_\_

Funds are payable by cash or check to Island Entrepreneur Media, LLC. Payment terms are non-negotiable, unless approved by prior arrangement. Agreements must be accompanied by a deposit of 50% of contract total, or 50% of rate per issue for vetted clients. A digital proof of your production will be presented for your approval prior to invoicing. Invoices are due on receipt.