

NORTH KOHALA BUSINESS DIRECTORY Advertising Guidelines & Rates

All of our paying advertisers will receive the following:

1. Advertising of the customer's choice:
 - a) Display ad (see sizes to the right)
 - b) 1/2 page Display ad with 1/2 page editorial
 - c) Money saving coupon ad
2. Business name and phone number listed alphabetically in the *Numbers at Hand* section and by business type in the *Business Service Listing* section.
3. Business location marked on map (if applicable)
4. Digital version of our directory, posted online.
5. The North Kohala Business Directory will be distributed **free** to all PO Box holders in North Kohala.
6. Directory staff will distribute copies to concierges and guest services desks of regional hotels.

SUBMISSION GUIDELINES

Submit a high resolution file (PDF, EPS, TIF, JPEG) which meets the following specs:

- high resolution file suitable for offset printing
- color space is CMYK (not RGB)
- all fonts are embedded
- size of ad matches the purchased space

Upload your artwork through the directory's website at: www.hirbd.com or email it directly to the artist at: wip@kamuela.com

If there are any problems with your submitted ad, you will be notified prior to publication so that these issues can be corrected. Correction of graphical issues may incur a nominal additional charge that you will be advised of in advance.

SCANNING OPTION (BUSINESS CARDS ONLY!)

If you would like your ad to be a scan of your business card, please mail your card to:

Judy Rogers
P.O. Box 190601,
Hawi, HI 96719

PROFESSIONAL DESIGN SERVICES

If you do not have an ad, but would like to have one professionally designed, please contact the directory's artist Matthew Pearce at wip@kamuela.com or 808 885 6161 for a free, no-obligation quote.

Horizontal Business Card Ad — 3.5" x 2"

\$100.00

Vertical Business Card or
Double Business Card Ad — 3.5" x 4"

\$185.00

1/2 Page Ad — 3.5" x 5"

\$210.00

3/4 Page Ad — 3.5" x 7.5"

\$310.00

Full Page Ad — 3.5" x 10"

\$400.00

MONEY SAVING COUPON

This is a two-sided money saving coupon. Please log into your account on our website: www.hirbd.com to enter the details and our artist will design the coupon for you. (The design fee is included in the cost)

DISPLAY AD WITH EDITORIAL

This is a full-page ad divided into two sections. Half of the page is a display ad, and the other half is a text-only editorial (story) which describes the advertiser's business activity. This option is perfect for businesses that provide services which may be a little out of the ordinary and require more description to fully educate potential customers of the service being provided.

Editorial copy can be submitted on our website, www.hirbd.com, by logging into the customer account and navigating to the editorial copy entry field. Editorial copy is limited to 1500 characters (including spaces).

PREMIUM PLACEMENT

Premium placement of display ads is on a first-come first-served basis, except for the cover which is also subject to approval by the editor. Here are the available choices and costs:

Front Cover - 4.25" x 9.5" (full bleed)

Includes double business card size write up about the artwork, inside the directory.

(The cover is reserved for galleries or artists and should depict a theme related to the region).....\$480

Inside Front Cover - 3.5" x 10"\$480

Inside Back Cover - 3.5" x 10"\$440

Center fold (Left or Right panel) - 3.5" x 10"\$440

Page 1 - 3.5" x 10"\$480

Back Cover - 4.25" x 9.25" (full bleed)\$480

For answers to **General questions**, contact the editor: Judy Rogers – (808) 430-5689 or jrogers@hirbd.com

For answers to **Technical questions**, contact the graphic artist: Krisztina Samu at (808) 938-8410 or ksamu@hirbd.com

PAYMENT

Payment may be made via credit card through PayPal by logging into your customer account at: www.hirbd.com or by check made payable to Judy Rogers and mailed to:

Judy Rogers
P.O. Box 190601,
Hawi, HI 96719

**Money Saving Coupon (front & back) —
3.5" x 2"**

\$185.00

1/2 page Display Ad here

1/2 page Editorial Ad here

**1/2 page Display Ad with
1/2 page Editorial — 3.5" x 10"**

\$400.00