

Aloha Street Advertising Details



Aloha Street Magazine

Sales Tax (4.16%) will be added to all rates below. All rates and dates are subject to change without notice.

~ Advertising Fee (Display Ad) ~

	1 x	2 x	4 x
Inside Front Cover (2-Page Spread)	\$11,800/issue	\$11,550/issue	\$10,890/issue
Back Cover	\$7,590/issue	\$7,260/issue	\$6,600/issue
Inside Back Cover	\$6,930/issue	\$6,600/issue	\$5,940/issue
Inside Full Page	\$5,610/issue	\$5,280/issue	\$4,620/issue
1/2 Page	\$3,600/issue	\$3,360/issue	\$2,910/issue
1/4 Page	\$2,340/issue	\$2,190/issue	\$1,860/issue
1/8 Page	\$1,620/issue	\$1,470/issue	\$1,170/issue

~ Annual Schedule ~

Issue	Publishing Dates	Space Due	Material Due
Spring 2007	March 1, 2007	January 5	January 12
Summer 2007	June 1, 2007	April 5	April 13
Autumn 2007	September 1, 2007	July 5	July 12
Winter 2007	December 1, 2007	October 5	October 12

Payment Requirements for New Advertisers

- ✓ New Advertisers are required to make a deposit upon signing of the contract, the amount of which will be informed by our Customer Relation staff.
- ✓ New Advertisers are required to fill out a credit application form.

~ Ad Data Sizes ~

Ad Space	Size
Full Page	Non-Bleed: W7.402" x H10.000" (188mm x 254mm)
	Bleed: W8.268" x H10.866" (218mm x 284mm)
1/2 Page	Horizontal: W7.402" x H4.882" (188mm x 124mm)
	Vertical: W3.583" x H10.000" (91mm x 254mm)
1/4 Page	Horizontal: W7.402" x H2.323" (188mm x 59mm)
	Vertical: W3.583" x H4.882" (91mm x 124mm)
1/8 Page	W3.583" x H2.323" (91mm x 59mm)

*Magazine Size (Trim Size) is W8.268" x H10.866 (W210mm x H276mm). All contents must be kept within W7.322" x H10" (186mm x 254mm).

Sales Tax (4.16%) will be added to all rates below. All rates and dates are subject to change without notice.

~ Advertising Fee (Advertorial Sections) ~

		1 x	2 x	4 x
"Omiyage" "Beauty" "Activity"	1/2 Page	\$3,600/issue	\$3,360/issue	\$2,910/issue
	1/3 Page	\$2,670/issue	\$2,490/issue	\$2,130/issue
	1/6 Page	\$1,860/issue	\$1,710/issue	\$1,440/issue
"Restaurant"	1/2 Page	\$2,910/issue	\$2,610/issue	\$2,070/issue
	1/4 Page	\$1,470/issue	\$1,320/issue	\$1,050/issue

*Ad Production Fee not included.

aloha-street.com

Basic Data Page Ad	Advertorial	e-DM	Weekly Mail News Ad
\$1,000/year	\$1,000/year (per page)	\$1,500~ (per one time)	\$150/week

- ✦ Basic Data Page Ad will be discounted to \$700/year for Magazine Advertisers.
- ✦ Advertorial Page will be discounted to \$600/year per page from the 2nd year on.
- ✦ Advertorial, e-DM and Weekly News Ad are options available only with purchase of Basic Data Page Ad.
- ✦ Contact a Customer Relations staff for quotes on various banner promotions.