

LOCAL COVERAGE, NATIONAL ADVANTAGE

HAWAII BEVERAGE GUIDE HAWAII'S TOOL OF THE BEVERAGE TRADE

HAWAII BEVERAGE GUIDE • 1311 Kapiolani Blvd. Suite 401 • Honolulu, Hawaii • 96814

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ADVERTISING INFORMATION

Reserving your advertising space in **The HAWAII BEVERAGE GUIDE** Has never been easier. Save more when you sign up for a six issues or our Best deal our annual contract discount.

HAWAII BEVERAGE GUIDE HISTORY

The Hawaii Beverage Guide Publication has been providing beverage alcohol licensees with pertinent business information. We cover the state and reach beverage alcohol licensees both on and off premise. The Hawaii Beverage Guide has always been the #1 source for communication new products and promotions, marketplace information, and local brand listings of alcohol beverage products in Hawaii.

LOCAL NEWS

In addition to national feature articles, the Hawaii Beverage Guide provides licensees with up-to-the-minute developments in local markets. Comprehensive local news includes messages from publishers and local associations, and legal issues affecting local markets. This unique "local advantage" also offers opportunities to tailor specific selling and marketing messages.

WWW.HAWAIIBEVGUIDE.COM

Visit us online for current information about beverage alcohol brands and listing information, Index to distributors and suppliers, Around Hawaii photos, featured articles, new products and promotions, local association messages and legal issues affecting you and your business.

IN-DEPTH BUYING INFORMATION

Hawaii Beverage Guide offers the largest compilation of beverage alcohol brand listing and information available in the marketplace. Complete "Where to Buy" information for liquors, wines and beers. Most markets maintain a general brand index, which guides licensees to the brand's listing in the distributor's listing and price list.

NATIONAL FEATURE ARTICLES

Our monthly feature articles focus on national beverage alcohol news, including its people, products, promotions and merchandising. Writers around the globe consistently demonstrate a must-read for suppliers, distributors, restaurateurs and retailers, our editorial professionalism.

ADVERTISING RATES

Closing Dates: See months on reverse side

FOUR COLOR

Size:	1x	6x	12x
1/3	\$995	\$970	\$955
1/2	\$1,080	\$1,060	\$1,035
2/3	\$1,200	\$1,180	\$1,145
Full Page	\$1,500	\$1,400	\$1,364
Two Page Spread*	\$2,500	\$2,150	\$1,975
Cover	\$3,500	N/A	N/A

BLACK & WHITE

Size:			
1/3	\$286	\$246	\$211
1/2	\$407	\$357	\$307
2/3	\$572	\$517	\$442
Full Page	\$792	\$722	\$612

OFFICIAL LISTING/PRICE SECTION

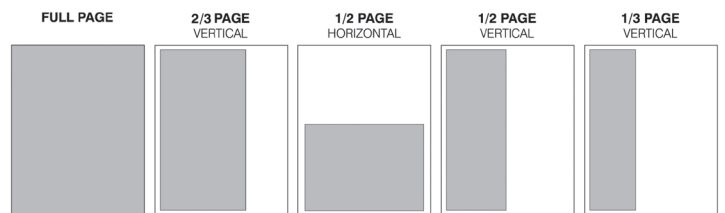
Size:	DISPLAY ADS (NO PRICE)	ADS (WITH PRICE)
1/3	\$140	\$70
1/2	\$185	\$115
2/3	\$220	\$140
Full Page	\$300	\$230

MECHANICAL REQUIREMENTS

Materials necessary for quality offset printing can be submitted Electronically. Macintosh-based application files preferred. Additional charges may be incurred for files that require digital file manipulation. Electronic files can be accepted in the following formats: Hi-resolution Adobe Acrobat PDFx-1A, Adobe CC In-Design, Illustrator, Photoshop formats. Include all printer/screen fonts and linked artwork. All artwork should be saved as TIFF or EPS, with a minimum of 300 dpi resolution. Color artwork should be in CMYK mode. Digital color proofs or laser file printouts Are recommendation for all files sent. Hi-Res PDF files are preferred. E-mail files are accepted, but must be no larger than 10MB. Files can also be sent via FTP, contact us for protocols. All materials to be received no later than the dates provided here in.

Send ads to or for deadline extensions and production questions,
Please contact:

Christopher Teves
Publisher/Hawaii Beverage Guide
e-mail: publisher@hawaiibevguide.com



FULL PAGE	8 1/4" X 10 7/8"	(8.25" X 10.875")
2/3 PAGE Vertical	5" X 10 3/8"	(5.0" X 10.875")
1/2 PAGE Horizontal	7 1/4" X 4 7/8"	(7.25" X 4.875")
1/2 PAGE Vertical	3 1/2" X 9 7/8"	(3.5" X 9.875")
1/3 PAGE (Island Ad)	2 1/8" X 10 3/8"	(2.125" X 10.375")

BLEED

Keep live matter 1/4" from trim edge and 3/8" from gutter trim.

*2-Page Spreads: Trim size: 16 1/2" X 10 7/8". • Bleed size: 17 1/2" X 11 3/8"

Supply spread ads as singles pages.