



**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**

Since 1949 Hawaii Beverage Guide has provided on and off premise beverage alcohol licensees with pertinent business information including product education. The publication has always been the only source for communication of new products and promotions, marketplace information, and local brand and listings of alcohol beverage products in Hawaii.

**HAWAII BEVERAGE GUIDE.COM**

Hawaii Beverage Guide is also available to subscribers in digital format. A recent website has been rebuilt to reach a broader audience. It now features:

**News and Events:**

Current industry news and information about beverage alcohol brands

**Beverage Guide:**

Macro-category and individual product education including Hawaii Beverage Guide's independent reviews of product. Most importantly we go beyond tasting notes and focus on how to use the product be it in a cocktail, on the rocks or neat.

**Subscriber Only Content:**

- The Digital version of the most recent Hawaii Beverage Guide.
- A digital archive of the past three years of Hawaii Beverage Guide
- Prior articles which can be used as training handouts to staff.

**FACEBOOK**

Hawaii Beverage Guide's primary social media channel is use to communicate upcoming events open to both the industry and the public as well as recaps of events like bartending competition.

**INSTAGRAM: @HAWAII BEVERAGE GUIDE**

As the food and beverage world has become very #instafood friendly, we use the platform to feature #instagood cocktails and recipes as well as on-premise accounts. We will occasionally use this platform to announce events as well.

**MECHANICAL REQUIREMENTS**

Materials necessary for quality offset printing can be submitted Electronically. Additional charges may be incurred for other platforms or 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 must accompany 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:  
 Brent Nakano, Editor and Managing Partner  
 e-mail: [editorial@hawaiibevguide.com](mailto:editorial@hawaiibevguide.com)

FULL PAGE	2/3 PAGE VERTICAL	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	1/3 PAGE VERTICAL
8 1/4" x 10 7/8" (8.25" x 10.875")	5" x 9 7/8" (5.0" x 9.875")	7 1/4" x 4 7/8" (7.25" x 4.875")	3 1/2" x 9 7/8" (3.5" x 9.875")	2 1/8" x 10 3/8" (2.125" x 10.375")
FULL PAGE	2/3 PAGE Vertical	1/2 PAGE Horizontal	1/2 PAGE Vertical	1/3 PAGE (Island Ad)
8 1/4" X 10 7/8"	5" X 10 3/8"	7 1/4" X 4 7/8"	3 1/2" X 9 7/8"	2 1/8" X 10 3/8"
				(2 .125" X 10.375")

**BLEED**

\*2-Page Spreads: Trim size: 16 1/2" X 10 7/8". • Bleed size: 17 1/2" X 11 3/8"  
 Keep live matter 1/4" from trim edge and 3/8" from gutter trim.  
 Supply spread ads as singles pages.

**HAWAII BEVERAGE GUIDE AD RATES**

New Advertising Rates as of January 2021					
<b>Full Front Cover</b>	\$2000				
	1x	3x 10% discount	6x 15% discount	12x 20% discount	
<b>Full Color Gloss</b>	\$1000	\$900.00	\$850.00	\$800.00	
Half Page	\$550	\$495.00	\$722.50	\$440.00	
One-Third Page	\$375	\$337.50	\$614.13	\$300.00	
Quarter Page	\$300	\$270.00	\$522.01	\$240.00	
1/6 Page	\$200	\$180.00	\$443.71	\$160.00	
Full + Half	\$1275	\$1,147.50	\$443.71	\$1,020.00	
Two Page Spread	\$1600	\$1,440.00	\$377.15	\$1,280.00	
	1x	3x 10% discount	6x 15% discount	12x 20% discount	
<b>Full Color Matte</b>	\$500	\$450.00	\$425.00	\$400.00	
Half Page	\$300	\$270.00	\$361.25	\$240.00	
One-Third Page	\$200	\$180.00	\$307.06	\$160.00	
Quarter Page	\$150	\$135.00	\$261.00	\$120.00	
1/6 Page	\$120	\$108.00	\$221.85	\$96.00	
Full + Half	\$650	\$585.00	\$221.85	\$520.00	
Two Page Spread	\$800	\$720.00	\$188.57	\$640.00	
	1 Page	5 pgs	10 pgs	15 pgs	20 pgs
<b>B&amp;W Matte Listing</b>	\$350	15% discount	20% discount	25% discount	30% discount
Full Page	\$220	15% discount	20% discount	25% discount	30% discount
2/3	\$185	15% discount	20% discount	25% discount	30% discount
1/2					

\*Additional discounts available for independent producers

