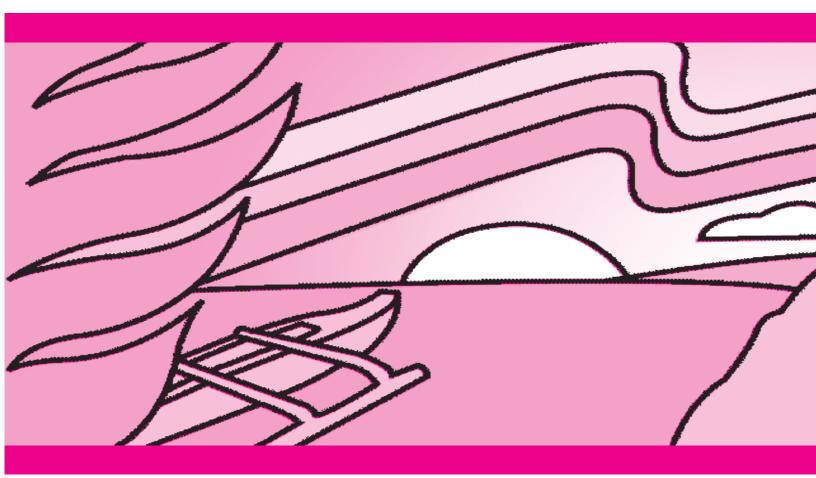
# WE'RE BIG ON MAUI

## **2021 RETAIL ADVERTISING RATES**

Effective January 1, 2021

# The Maui News

Founded in 1900



# **CIRCULATION:**

The Maui News is published Monday-Saturday, in Maui County, covering the islands of Maui, Molokai and Lanai. Content is predominantly local news, features & photographs. The Friday Maui News is also air-shipped to out-of-state weekly subscribers.

Alliance for Audited Media Report, 24 Months Ending March 31, 2019.

Total Average Paid Circulation: Monday-Saturday: ....11,486 Sunday: ......13,047



The Maui News Advertising Department 100 Mahalani Street, Wailuku,

Maui, Hawaii 96793-2529

**Telephone: (808) 244-3981** 

Fax: (808) 242-6389

URL: http://www.mauinews.com e-mail: adsales@mauinews.com

# The Maui News

# Rates Do Not Include Hawaii State Excise Tax Effective January 2021

#### 1. PERSONNEL

CHRIS MINFORD	Publisher
DAWNE A. MIGUEL	Advertising Manager
	. Assistant Advertising Manager
WENDY ISBELL	National/Agency Advertising
	Classified Advertising

#### 2. MEMBERSHIPS

Associated Press, Hawaii Publishers Association, Newspaper Association of America, Alliance for Audited Media, Realtors Association of Maui, Maui Chamber of Commerce, Construction Industry of Maui.

# 3. COMMISSION & TERMS OF PAYMENT

New accounts are on a cash basis, paid prior to publication, until approval of a completed credit application. Net 30 days. Overdue accounts subjected to 1% Monthly Service Charge. Commission of 15% to Advertising Agencies upon approval by The Maui News. Requests for billing adjustments must be made within 30 days of the billing date. All advertising credit balances must be taken in-kind through advertising and must be taken within one year. The Maui News will not extend credit for advertising orders or space reservations that claim sequential liability.

# 4. GENERAL POLICY

#### **RIGHT OF REFUSAL**

Management reserves the right to review and refuse any advertisement submitted for publication.

#### **POSITION ORDERS**

Advertising orders directing insertion of advertising in a special position or on a designated page "or omit" will not be accepted. Position of an advertisement is not guaranteed. The Maui News will attempt to place advertisements in line with the customer's preferences but will make no adjustments if and when the position request is not fulfilled.

#### **GUARANTEED POSITION**

Guaranteed position requests are offered for an additional 25% rate premium, subject to availability and Maui News paid position terms. Non-commissionable.

#### NO BROKERED ADVERTISING

The Maui News does not accept brokered advertising. Advertisers shall use ad space for their own display purposes and shall not sublet or broker advertising space to others.

#### **CORRECTION CHARGES**

Any change on proof to make copy conform to the original order will be made without charge. In addition, customers will be allowed one free change per column's worth (19.75") on all ads. Additional changes will be charged at \$5.00 each.

INDEMNIFICATION: The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the publication of the advertiser's advertisement.

# 5. CONTRACT & COPY REGULATIONS

PUBLISHER'S LIABILITY FOR ERROR: When advertising copy is submitted it should be correct and no responsibility will be assumed by the publisher beyond the original copy. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. In no event will the publisher's liability exceed the cost of the advertising space.

If contract is not fulfilled, advertiser will be rebilled at the higher applicable rate.

Advertising set to resemble news content must have the word "Advertisement" at the top and will not be set in the newspaper's editorial typeface.

### 6. SINGLE INSERTION RATES

POPULAR SIZES	Daily	Weekender
1/4 page, 30 col. inches (3x10)	\$1,003.50	\$1,191.00
1/2 page, 59.25 c.i. (3x19.75)	1,673.81	1,978.95
Full page, 118.50 c.i	3,347.63	3,957.90
Double Truck, 256.75 c.i	7,086.30	8,408.56

## NON CONTRACT ADVERTISING

#### OPEN RATE/PER COLUMN INCH/PER AD

	Daily	Weekender
1" TO 58.75"	\$33.45	\$39.70
59" TO 224.75"	28.25	33.40
225" TO 256.75"	27.60	32.75

### **ONE YEAR CONTRACT RATES**

INCHES PER YEAR	Daily	Weekender
225/yr (18.75 to 37.25/month)	\$26.00	\$30.85
450/yr (37.5 to 74.75/month)	24.80	29.30
900/yr (75 to 149.75/month)	23.85	28.00
1800/yr (150 to 224.75/month)		25.80
2700/yr (225 to 374.75/month)	20.75	24.60
4500/yr (375 to 749.75/month)	20.45	24.15
9000/yr (750 to 1499.75/month)	18.95	22.50
18,000/yr (1500 to 2249.75/month)	18.85	22.10

# **WEEKLY INSERTION RATES**

	Daily	Weekender
13 Consecutive insertions, per c.i S	\$25.60	\$30.85
26 Consecutive insertions, per c.i	24.35	28.95
52 Consecutive insertions, per c.i	21.85	25.80
13 Bi-Weekly insertions, per c.i	26.70	31.50

## 7. COLOR RATES "SNAP"

"SNAP" Certificate of Achievement

One color (plus black)	\$320.00
Two colors	
Process color	625.00
One color on Double Truck	640.00
Rates quoted are for camera-ready material.	All color in CMYK.

### 8. SPECIAL PAGES/FEATURES

Daily: Sports, TV Grid, Comics, Weather/Tide, Classifieds

Monday: Crime Watch

Tuesday: Supermarket Advertising

Friday: Real Estate, Religion, Automotive,

**Business Card Directory** 

Weekender: Color Comics, Real Estate, Community

## 9. CLOSING TIMES

#### **DISPLAY DEADLINES: 9:00 A.M.**

Four business days prior to publication, except for the Weekender, which is five business days prior to publication.

**Holidays:** Regular copy deadlines will be advanced 24 hours or more prior to week in which holidays occur. Special deadline schedule will be issued with specific deadline dates for each major holiday.

**CANCELLATION:** An advertisement cancelled after deadline is subject to a charge of 20% of the ad cost.

# 10. MECHANICAL SPECIFICATIONS

# BROADSHEET

	0 00.0 012 . 2
2 column 3.225"	6 column 9.875"
3 column 4.887"	FD - Full Depth 19.583"
4 column 6.55"	
Full Page Size	9.875" wide x 19.583" high
Double Truck Size	18.875" wide x 19.583" high
Image resolution 300 dots	per inch/ppi minimum
at 100% size.	

5 column 8 212"

#### **TABLOID**

1 column 1.75"	4 column 7.375"
2 column 3.625"	5 column 9.25"
3 column 5.5"	FD - Full Depth 9"
Full Page Size	9.25" wide x 9" high
Double Truck Size	19.75" wide x 9" high
Image resolution 300 dots	s per inch/ppi minimum
at 100% size.	

# 11. DISPLAY ADVERTISING POLICIES

- Advertising exceeding 17.25 inches in depth will be run and charged at 19.75 inches.
- Double truck ads to include gutter will be charged at 13 column inches in width.
- Screens and reverses are subject to charge.
- No ads will run upside down or sideways.
- No proofs on ads less than 10 column inches.
- Minimum ad size is one column inch.
  Depth sold in 1/4-inch increments.

## 12. ELECTRONIC AD DELIVERY

The Maui News accepts electronic delivery of advertising materials in Adobe Acrobat (press optimized .PDF) format with fonts embedded via email, our FTP site, or AP AdSEND. The Maui News Advertising Dept. email address: adsales@mauinews.com

Advertiser must notify The Maui News via telephone of any electronic ad transmission. First time users must submit a test file prior to actual ad transmission.

Other formats and media may be acceptable. Call your sales representative for details.

### 13. PREPRINTED INSERTS

Basic Rate, Full Run Distribution ....... \$66.00 per thousand Special Handling ............... Minimum \$84.00 per thousand For Full Run Distribution rates, gross press count quantities must be received.

Preprints are not distributed on Mondays.

Special Handling, such as insertion by districts and unusual sizes or weights, may be subject to a surcharge. The "Basic Rates" quoted are for material approximately the size of a 12-page newspaper tabloid. For other material, please call your sales representative for a firm quote. Minimum dimensions should measure 5.5"x8.5" and should be printed on a minimum of 20# wt. stock, maximum dimensions 10"x11.25". Machine in-plant inserting. Customer is responsible for insert delivery to The Maui News. Limited receiving days/hours. Please call for details.

#### FREQUENCY CONTRACT RATES

Full Run Distribution	
12 insertions	\$53.00 per thousand
26 insertions	49.00 per thousand
39 insertions	46.00 per thousand
52 insertions	42.00 per thousand
64 insertions	•

### 14. CO-OP ADVERTISING

Finance your advertising program using manufacturer co-op funds. Our co-op recovery system features co-op advertising programs from hundreds of manufacturers. Call your sales representative for more details.

#### 15. BRAND BUILDERS PROGRAM

Building your brand in the marketplace is the key to your company's success. The Maui News Brand Builders Program keeps your name in front of the public. Special discounted frequency rates available through your sales representative.

# **16. DIGITAL NEWSLETTER**

Reach our targeted audience of Maui News daily email newsletter subscribers with one or multiple ad positions. Call your Maui News sales representative for rates, specifications and other details.

# 17. CLASSIFIEDS/LEGAL NOTICES

See our classified/legal notice rate card.

# www.mauinews.com



SPORTS

OPINION

**OBITUARIES** 

**JOBS** 

CLASSIFIEDS

PAU HANA



# The Maui News

Today's Paper | Submit News | Subscribe Today

Reach more than 18,000 visitors daily via one of Maui's most popular and informative web sites.

### **AD OPTIONS INCLUDE:**

# 1. Half Page

300 x 600 pixels

Our largest ad on mauinews.com is located on the right side of most pages.

Cost per thousand (CPM) impressions for Half Page:

	Open	100,000	200,000	300,000
Targeted	\$17	\$15	\$14	\$12
Run of Site	\$15	\$13	\$12	\$11

# 2. Leaderboard

728 x 90 pixels

This popular size appears on our mauinews.com homepage and on index pages.

Cost per thousand (CPM) impressions for Leaderboard, Rectangle, or Skyscraper:

	Open	100,000	200,000	300,000
Targeted	\$14	\$12	\$10	\$8
Run of Site	\$13	\$11	\$9	\$7

# 3. Rectangle

300 x 250 pixels

Located on the right hand side of most pages, the ad is a great choice for advertisers wanting to get a lot of information into a compact space.

# 4. Skyscraper

160 x 600 pixels

The skyscraper is on the left hand side of the page.

# 5. Video

Appears on our mauinews.com homepage. Please call your sales representative for specifications and pricing.

> Let us create an online/print media package for you!

Leaderboard Sample:



**WE'RE BIG ON MAUI** The Maui News

Maui's Newspaper since 1900