

THE KA'Ū CALENDAR

PO Box 940, Pāhala, HI 96777

Ph: 808-928-6471 ♦ Fax: 808-928-7012 ♦ Email: mahalo@aloha.net

The Ka'ū Calendar newspaper is daily online, and printed monthly, distributed free to all postal addresses in Volcano, Hawai'i Volcanoes National Park, Pāhala, Nā'ālehu, and Ocean View, and to the mailboxes along Hwy 11 from Ocean view to Miloli'i. It is guaranteed to reach all postal addresses in the southern most district of Hawai'i Island – a total of more than 5,000. An additional 2,500 go into news stands in the area. The total print run is 7,500.

Your ad in the print paper supports daily news gathering and daily online publication, as well as the free print paper to the community. We cover local news and events of Ka'ū, Volcano, and Miloli'i, providing calendars, and sections dedicated to each community, health, business, real estate, schools, sports, energy, and sustainability. We carry a guide to the stars over Ka'ū each month.

The Ka'ū Calendar sends your message to those who love and live in Ka'ū, Volcano, and Miloli'i, as well as visitors who pick it up in our stands throughout the area.

30% additional charge for color	Cost per month, 4.5% tax NOT included.					
	W x H	12 times	9 times	6 times	3 times	1 time
FULL PAGE - INTERIOR	10" x 15.25"	\$924	\$1,012	\$1,100	\$1,166	\$1243
FULL PAGE - BACK (color)	10" x 15.25"	\$1,463	\$1,540	\$1,628	\$1,727	\$1,804
3/4 PAGE - VERTICAL	7.5" x 15.25"	\$847	\$891	\$924	\$973.50	\$1,012
3/4 PAGE - HORIZONTAL	10" x 10.75"	\$847	\$891	\$924	\$973.50	\$1,012
1/2 PAGE - VERTICAL	4.9" x 15.25"	\$583	\$616	\$649	\$682	\$720.50
1/2 PAGE - HORIZONTAL	10" x 7.625"	\$583	\$616	\$649	\$682	\$720.50
1/3 PAGE - VERTICAL	3.25" x 15.25"	\$396	\$418	\$440	\$462	\$489.50
1/3 PAGE - HORIZONTAL	10" x 5"	\$396	\$418	\$440	\$462	\$489.50
1/4 PAGE - VERTICAL	4.9" x 7.625"	\$308	\$324.50	\$346.50	\$374	\$385
1/4 PAGE - HORIZONTAL	10" x 3.75"	\$308	\$324.50	\$346.50	\$374	\$385
1/6 PAGE - SQUARE	4.9" x 5"	\$242	\$258.50	\$269.50	\$291.50	\$308
1/8 PAGE - VERTICAL	2.375" x 7.625"	\$181.50	\$192.50	\$203.50	\$231	\$247.50
1/8 PAGE - HORIZONTAL	4.9" x 3.25"	\$181.50	\$192.50	\$203.50	\$231	\$247.50
1/10 PAGE - SQUARE	3.25" x 3.25"	\$154	\$170.50	\$187	\$209	\$214.50
1/12 PAGE - VERTICAL	2.375" x 3.75"	\$121	\$137.50	\$148.50	\$159.50	\$170.50
1/12 PAGE - HORIZONTAL	3.75" x 2.5"	\$121	\$137.50	\$148.50	\$159.50	\$170.50
SMALL BIZ CARD	2" x 3.25"	\$88	\$93.50	\$104.50	\$110	\$115.50
Classified Ad (text only)	\$2.20 per word					
INSERTS	8.5" x 11" sheet	17 cents per single-page insert, cost of multiple page inserts depends on weight. Ask for printing costs, if needed.				

Terms: First month's payment in full with Advertising Agreement, including minimum production charge for new ads. Monthly payments are due net 30 days upon receipt of invoice. Payments not received within 60 days of billing date are subject to a 1.5% per month (18% annual rate) service charge, and ad is subject to cancellation. If publisher provides graphic services or production materials, advertiser shall pay amount of written quote in contract. Advertising agency commission shall be paid monthly. If account is referred for collection, Advertiser agrees to pay reasonable attorney fees and/or collection fees.

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Advertiser: _____

Contact Person: _____ Ad Rep: _____

Mailing Address: _____

Business Location: _____

Telephone: _____ Fax: _____ Email: _____

First ad to run in (month/year) _____ issue of *The Ka'ū Calendar*

Term of Contract from _____ to _____

Special Instructions: _____

Ad/Insert to be produced by: _____

Production Fee for first ad, \$49.50 per hour: _____

Ad Size: _____ Color? yes – add 30% no

of months _____ x Monthly Rate _____ = Monthly Total: _____

Inserts: Zoning _____ # of inserts _____ x 17 ¢ = _____

= Printing cost (if app.) _____ + Tax = _____

Total + production fee = _____

Bill Me: via US Mail CC#: _____ Exp. _____ CVV: _____

Signature of Sales Representative: _____ Date: _____

Signature of Advertiser: _____ Date: _____

Publisher's Signature: _____ Date: _____

Contracts subject to Publisher's Approval.