

# THE KA'Ū CALENDAR

PO Box 940, Pāhala, HI 96777

Ph: 808-928-6471 ♦ Fax: 808-928-7012 ♦ Email: [mahalo@aloha.net](mailto: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 6,250. An additional 1,250 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 included.					
	W x H	12 times	9 times	6 times	3 times	1 time
FULL PAGE - INTERIOR	10" x 15.25"	\$877.80	\$961.40	\$1,045	\$1,107.70	\$1,180.85
FULL PAGE - BACK (color)	10" x 15.25"	\$1,389.85	\$1,463	\$1,546.60	\$1,640.65	\$1,713.80
3/4 PAGE - VERTICAL	7.5" x 15.25"	\$804.65	\$846.45	\$877.80	\$924.82	\$961.40
3/4 PAGE - HORIZONTAL	10" x 10.75"	\$804.65	\$846.45	\$877.80	\$924.82	\$961.40
1/2 PAGE - VERTICAL	4.9" x 15.25"	\$553.85	\$585.20	\$616.55	\$647.90	\$684.48
1/2 PAGE - HORIZONTAL	10" x 7.625"	\$553.85	\$585.20	\$616.55	\$647.90	\$684.48
1/3 PAGE - VERTICAL	3.25" x 15.25"	\$376.20	\$397.10	\$418.00	\$438.90	\$465.02
1/3 PAGE - HORIZONTAL	10" x 5"	\$376.20	\$397.10	\$418.00	\$438.90	\$465.02
1/4 PAGE - VERTICAL	4.9" x 7.625"	\$292.60	\$302.28	\$329.18	\$355.30	\$365.75
1/4 PAGE - HORIZONTAL	10" x 3.75"	\$292.60	\$308.28	\$329.18	\$355.30	\$365.75
1/6 PAGE - SQUARE	4.9" x 5"	\$229.90	\$245.58	\$265.03	\$276.93	\$292.60
1/8 PAGE - VERTICAL	2.375" x 7.625"	\$172.43	\$182.88	\$193.33	\$219.45	\$235.13
1/8 PAGE - HORIZONTAL	4.9" x 3.25"	\$172.43	\$182.88	\$193.33	\$219.45	\$235.13
1/10 PAGE - SQUARE	3.25" x 3.25"	\$146.30	\$161.98	\$177.65	\$198.55	\$203.78
1/12 PAGE - VERTICAL	2.375" x 3.75"	\$114.95	\$130.63	\$141.08	\$151.53	\$161.98
1/12 PAGE - HORIZONTAL	3.75" x 2.5"	\$114.95	\$130.63	\$141.08	\$151.53	\$161.98
SMALL BIZ CARD	2" x 3.25"	\$83.60	\$88.82	\$99.27	\$104.50	\$109.72
INSERTS	8.5" x 11" sheet	16 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.

# THE KA'Ū CALENDAR

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, \$47.03 per hour: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Color?  yes – add 30%  no

# of months \_\_\_\_\_ x Monthly Rate \_\_\_\_\_ = Monthly Total: \_\_\_\_\_

Inserts: Zoning \_\_\_\_\_ # of inserts \_\_\_\_\_ x 16 ¢ = \_\_\_\_\_

= Printing cost (if app.) \_\_\_\_\_ + Tax = \_\_\_\_\_

Total + production fee = \_\_\_\_\_

Bill Me:  via US Mail  CC#: \_\_\_\_\_ Exp. \_\_\_\_\_

Signature of Sales Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Publisher's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Contracts subject to Publisher's Approval.