

# THE KA'U CALENDAR

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*The Ka'ū Calendar* is a monthly publication telling about the news and events of Ka'ū, along with two pull-out event calendars, a sports section that benefits the local high school, and pages dedicated to each town it services. *The Ka'ū Calendar* is mailed to ALL U.S. postal boxes in **Ocean View, Nā'ālehu, Pāhala, Volcanoes National Park, and Volcano Village**. These total over 4,300. Additional papers are placed in stands around the district and mailed to subscribers. The total print run is 7,500. *The Ka'ū Calendar* is a great way to get your ad directly into the hands of the people who live in and who are interested in the Ka'ū area.

	Cost per Month					
	W x H	12 times	9 times	6 times	3 times	1 time
FULL PAGE - INTERIOR	10-1/4" x 12-3/4"	\$780	\$850	\$915	\$980	\$1,045
FULL PAGE - BACK (color)	10-1/4" x 12-3/4"	\$1,235	\$1,300	\$1,370	\$1,455	\$1,520
3/4 PAGE - VERTICAL	7-11/16" x 12-3/4"	\$715	\$750	\$785	\$820	\$850
3/4 PAGE - HORIZONTAL	10-1/4" x 6-1/4"	\$715	\$750	\$785	\$820	\$850
1/2 PAGE - VERTICAL	5-1/16" x 12-3/4"	\$495	\$510	\$540	\$575	\$605
1/2 PAGE - HORIZONTAL	10-1/4" x 6-1/4"	\$495	\$510	\$540	\$575	\$605
1/3 PAGE - VERTICAL	5-1/16" x 8-1/4"	\$335	\$365	\$385	\$400	\$425
1/3 PAGE - HORIZONTAL	10-1/4" x 4-1/8"	\$335	\$365	\$385	\$400	\$425
1/4 PAGE - VERTICAL	5-1/16" x 6-1/4"	\$260	\$280	\$290	\$310	\$325
1/4 PAGE - HORIZONTAL	10-1/4" x 3"	\$260	\$280	\$290	\$310	\$325
1/6 PAGE - VERTICAL	5-1/16" x 4-1/8"	\$195	\$200	\$205	\$215	\$225
1/6 PAGE - HORIZONTAL	10-1/4" x 2"	\$195	\$200	\$205	\$215	\$225
1/8 PAGE - VERTICAL	2-7/16" x 6-1/4"	\$155	\$165	\$180	\$200	\$205
1/8 PAGE - HORIZONTAL	5-1/16" x 3"	\$155	\$165	\$180	\$200	\$205
1/12 PAGE - VERTICAL	2-7/16" x 4-1/8"	\$105	\$115	\$125	\$135	\$145
1/12 PAGE - HORIZONTAL	5-1/16" x 2"	\$105	\$115	\$125	\$135	\$145
1/12 PAGE - 3 col. SQUARE	3-1/4" x 3-1/16"	\$105	\$115	\$125	\$135	\$145
1/16 PAGE	2-7/16" x 3"	\$80	\$85	\$95	\$99	\$105
SMALL BIZ CARD	3-1/4" x 2"	\$74.25	\$79.75	\$90.75	\$96.25	\$101.75
INSERTS	8-1/2" x 11" sheet	15 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 1 - 1/2% per month (18% annual rate) services 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

issue of *The Ka'ū Calendar*

Term of Contract from

to

Special Instructions:

Ad/Insert to be produced by:

Production Fee for 1st ad (if applicable, based on \$40/hr rate):

Ad Size:

# of months            x Monthly rate            + Tax            = Monthly total:

Inserts: Zoning            # of inserts            x 15 ¢=

= Printing cost (if app.)            + Tax

Total + production fee=

Bill Me:            via US Mail

CC#:

Exp.

Signature of Sales Representative:

Signature of Advertiser:

Publisher's Signature:

Contracts subject to Publisher's Approval.