

# THE KA`U CALENDAR

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The Ka`u Calendar is a monthly publication telling about the news and events of Ka`u, 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`u Calendar is mailed to ALL U.S. postal boxes in Ocean View, Na`alehu, Pahala, 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`u Calendar is a great way to get your ad directly into the hands of the people who live and are interested in the Ka`u area.

|  | W x H  | 12 times  | 9 times               | 6 times               | 3 times               | 1 time                |
|--|--|---|-----------------------|-----------------------|-----------------------|-----------------------|
| FULL PAGE                                |  |   |                       |                       |                       |                       |
| Back Page<br>(includes color)            | 10-1/4" x 12-3/4"                                    | \$710/mo<br>\$1125/mo   | \$770/mo<br>\$1185/mo | \$830/mo<br>\$1245/mo | \$890/mo<br>\$1325/mo | \$950/mo<br>\$1385/mo |
| 3/4 PAGE (vert.)<br>Horizontal           | 7-11/16" x 12-3/4"<br>10-1/4" x 9-1/2"               | \$650/mo  | \$680/mo              | \$715/mo              | \$745/mo              | \$775/mo              |
| 1/2 PAGE (vert.)<br>Horizontal           | 5-1/16" x 12-3/4"<br>10-1/4" x 6-1/4"                | \$450/mo  | \$465/mo              | \$490/mo              | \$525/mo              | \$550/mo              |
| 1/3 PAGE (vert.)<br>Horizontal           | 5-1/16" x 8-1/4"<br>10-1/4" x 4-1/8"                 | \$305/mo  | \$330/mo              | \$350/mo              | \$365/mo              | \$385/mo              |
| 1/4 PAGE                                 | 5-1/16" x 6-1/4"<br>10-1/4" x 3"                     | \$235/mo  | \$255/mo              | \$265/mo              | \$280/mo              | \$295/mo              |
| 1/6 PAGE                                 | 5-1/16" x 4-1/8"<br>10-1/4" x 2"                     | \$175/mo  | \$180/mo              | \$185/mo              | \$195/mo              | \$205/mo              |
| 1/8 PAGE                                 | 2-7/16" x 6-1/4"<br>5-1/16" x 3"                     | \$140/mo  | \$150/mo              | \$165/mo              | \$175/mo              | \$185/mo              |
| 1/12 PAGE<br>Horizontal<br>3 col. Square | 2-7/16" x 4-1/8"<br>5-1/16" x 2"<br>3-1/4" x 3-1/16" | \$95/mo   | \$105/mo              | \$110/mo              | \$120/mo              | \$130/mo              |
| 1/16 PAGE                                | 2-7/16" x 3"   | \$70/mo   | \$75/mo               | \$85/mo               | \$90/mo               | \$95/mo               |
| Small Biz Card                           | 3-1/4" x 2"  | \$67.50/mo  | \$72.50/mo            | \$82.50/mo            | \$87.50/mo            | \$92.50/mo            |
| Inserts                                  | 8.5" x 11" sheet                                     | 13 cents per each single page insert, cost of multiple page inserts dependent on weight.<br>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) 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.

Advertiser \_\_\_\_\_ Contact Person \_\_\_\_\_ Ad Rep \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 Business Location \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 First ad to run in \_\_\_\_\_, 20\_\_\_\_ issue of the Ka`u 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 \_\_\_\_\_ Monthly rate \_\_\_\_\_ + tax \_\_\_\_\_ = Monthly Total \_\_\_\_\_  
 Inserts: Zoning \_\_\_\_\_ # of inserts \_\_\_\_\_ x 11¢ = \_\_\_\_\_ + Printing cost (if app.) \_\_\_\_\_ + tax = \_\_\_\_\_  
 Total + production fee = \_\_\_\_\_ ♦ Bill me \_\_\_ monthly by mail \_\_\_ charge me monthly CC# \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_  
 Signature of Sales Representative \_\_\_\_\_ Date \_\_\_\_\_  
 Signature of Advertiser \_\_\_\_\_ Date \_\_\_\_\_  
 Publisher's Signature \_\_\_\_\_ Date \_\_\_\_\_

Contracts subject to Publisher's Approval