

# EHA 'ILONO

*O Nā Kūlana Kapolei*  
and the News of the Villages of Kapolei



## A Villages of Kapolei Community Association Publication

We are pleased to advise you the Villages of Kapolei is upgrading its monthly newsletter to a four color photo journal to keep the members of the community informed on important community news and items of interest. Editorially, the reader will find information on community events, home maintenance tips and profiles of noteworthy people living in the community including birth and wedding announcements. We will also feature general interest stories on subjects such as Real Estate, furnishings, financing, landscaping, political views and other items residents will want to read about.

More than 6,000 readers will enjoy each issue. This publication offers you the opportunity to target the growing Kapolei community to help you grow your business.

- Initial distribution, 3,000 copies, (Every occupied home in the Villages of Kapolei)
- Size 8 1/8 x 10 7/8
- A high quality publication printed on a 80 lb gloss recycled stock
- Editorial focus - Special community events, home owner information
- Frequency - Monthly
- Space deadlines: On or about the 10th of the month previous (depending on weekends)
- Materials due on or about the 15th of the month of publication.

### MECHANICAL REQUIREMENTS

**PRINTING PROCESS:** 4-color process. 80# Glossy text. Trim size: 8-1/8" x 10-7/8"

**MATERIALS PROVIDED AS FILM:** 4-color process negative film, 150 line screen, right reading, emulsion side down; with color proof

**MATERIALS PROVIDED ON DISK:** Minimum 300 dpi. MUST include all required fonts and support files, color proof, color laser printout or copy of printed ad.

**ACCEPTED APPLICATIONS:** (Macintosh Platform) QuarkXpress 4.0, Illustrator 8.0, Freehand 7.0, Photoshop 5.0

**GRAPHIC FORMATS:** (Macintosh) EPS, TIFF, Press quality PDF's

**ACCEPTABLE STORAGE FORMATS:** (Macintosh) EPS, TIFF, Press quality PDF's

**ELECTRONIC SUBMISSION:** Email ad materials and all support files can be sent to [ads@redmediahawaii.com](mailto:ads@redmediahawaii.com)

### SPACE DIMENSIONS

Full Page.....	7-5/8" x 10-1/4"
2/3 Page Vert .....	5" x 10-1/4"
2/3 Page Hor .....	7-5/8" x 6-3/4"
1/2 Page Vert .....	5" x 7-1/2"
1/2 Page Hor .....	7-5/8" x 5"
1/3 Page Vert .....	2-3/8" x 10-1/4"
1/3 Page Sq.....	5" x 5"
1/6 Page Vert .....	2-3/8" x 5"
1/6 Page Hor .....	5" x 2-1/2"

<u>CHARTER RATES</u>	<u>1X</u>	<u>6X</u>	<u>12X</u>
Full Page.....	\$1,195.....	\$1,095 .....	\$995 .....
2/3.....	\$935 .....	\$850.....	\$775 .....
1/2.....	\$715 .....	\$650.....	\$595 .....
1/3.....	\$475.....	\$435.....	\$395 .....
1/6 .....	\$355.....	\$325.....	\$295 .....
Back Cover .....	\$1,565 .....	\$1,425.....	\$1,295 .....
Inside Back Cover .....	\$1,450 .....	\$1,325.....	\$1,195 .....

- Residents of the Villages of Kapolei get 25% off all ad rates
- Multi-pub discounts up to 25% available for all non-resident advertisers
- Discount rates cannot be combined

### FOR ADDITIONAL INFORMATION, CONTACT:

Pam Davis (808) 593-0228  
 direct line: (808) 596-4422  
 Fax: (808) 593-0839

e-mail: [pam@redmediahawaii.com](mailto:pam@redmediahawaii.com)

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 1221 Kapiolani Blvd, #1040  
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