General Advertising Rates

All rates are Gross

2015

Rate Card #12
Effective January 2015

Rate Base: 83,000 ◆ Total Readers: 174,300
Circulation Region: Hawai'i

	1X	3X	6X
4 Color			
Full Page	$ 4,880	$ 4,640	$ 4,390
2/3 Page	3,130	2,970	2,820
1/2 Page	2,800	2,660	2,520
1/3 Page	1,680	1,600	1,510
1/6 Page	990	940	890
B&W			
Full Page	$ 3,590	$ 3,410	$ 3,230
2/3 Page	2,510	2,380	2,260
1/2 Page	2,240	2,130	2,020
1/3 Page	1,340	1,270	1,210
1/6 Page	790	750	710