

MEDIA KIT 2010

HAWAII MOVES

REAL ESTATE MAGAZINE

Century 21[®]
ALL ISLANDS

www.C21AllIslands.com

Be Seen!

LET YOUR MARKETING CAMPAIGN BE SEEN BOTH IN PRINT AND ONLINE.

CENTURY 21 All Islands' *Hawaii Moves* is the largest Real Estate magazine in the state and solely focuses on homes, condominiums, commercial properties, lots and land here in Hawaii. Our magazine is distributed at HIGH TRAFFIC locations throughout Oahu, Maui, Kauai and the Big Island, including resorts and hotels, shopping centers, downtown business centers, tourist attractions, grocery stores and community areas.

Hawaii Moves is also available online at www.C21AllIslands.com. The entire magazine is uploaded on the web so your ad can be viewed as it appears in the magazine!



ALL ISLANDS
"SERVING THE STATE OF HAWAII'S
REAL ESTATE NEEDS"

WWW.C21ALLISLANDS.COM

Distribution + Traffic

WE WORK HARD AT MAKING SURE YOUR AD IS OUT THERE TO BE SEEN!

- Controlled circulation: 400,000 annually (100,000 per quarter)
- Statewide distribution:
 - Oahu locations: Ewa Beach, Hawaii Kai, Kailua, Kaneohe, Kapolei, Mililani, Waipio; Honolulu locations: Downtown, Kaimuki, Kalihi, Kapahulu, Makiki, Manoa, Moiliili, Salt Lake, Waikiki
 - Maui locations: Kahului, Kihei, Lahaina, Wailea, Wailuku, West Maui
 - Kauai locations: Eleele, Hanalei, Kapaa, Kilauea, Koloa, Lihue, Princeville, Wailua, Waimea, Waipouli
 - Big Island locations: Hilo, Honaunau, Kailua-Kona, Kainuluhe, Naalehu, Volcano, Waikoloa, Waimea
(High traffic distribution points such as malls, shopping centers, Wal-Mart, K-Mart, business centers, Safeway, Big Save and tourist attractions)
- Included in CENTURY 21 All Islands Relocation Packets (distributed nationally) and Marketing Packets



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Ad Rates + Schedule

CENTURY 21 ALL ISLANDS' HAWAII MOVES MAGAZINE

- 15% discount allowed to recognized advertising agencies
- 10% discount for insertion orders with a frequency of 3x or more

PRODUCTION SCHEDULE:

| ISSUE | MATERIALS DEADLINE | DISTRIBUTION DATE |
|--------------|--------------------|-------------------|
| Issue 1 2010 | Dec. 23, 2009 | Jan. 18, 2010 |
| Issue 2 2010 | Mar. 17, 2010 | Apr. 12, 2010 |
| Issue 3 2010 | Jun. 16, 2010 | Jul. 12, 2010 |
| Issue 4 2010 | Sep. 15, 2010 | Oct. 11, 2010 |
| Issue 1 2011 | Dec. 22, 2010 | Jan. 17, 2011 |

Note: Deadlines and Distribution Dates may be subject to change.

AD RATE:

| AD SIZE | RATE |
|---------------|---------|
| Cover 2 | \$2,500 |
| Cover 3 | \$2,300 |
| Cover 4 | \$3,000 |
| 2-Page Spread | \$2,000 |
| Full Page | \$1,200 |
| Half Page | \$600 |
| Quarter Page | \$300 |



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Material Specifications

CENTURY 21 ALL ISLANDS' HAWAII MOVES MAGAZINE

AD SIZES:

Full Page: 7.875"W x 10.375"H

Half Page: 7.875"W x 5.0625"H

Quarter Page: 3.8125"W x 5.0625"H

For full page bleed ads, allow a bleed of at least 0.125" on all sides.

MECHANICAL SPECIFICATIONS:

Heatset printing on gloss stock, 210-line screen

Trim size of magazine is 8.375"W x 10.875"H

PREFERRED AD FORMAT:

Please send files in PDF form. Please use the "Press Optimized" setting and be sure that all fonts are embedded and images converted to CMYK at a minimum of 300 DPI. *Other formats may also be accepted but please contact us prior to sending them.*

SPONSORS DIRECTORY LOGO SPECIFICATIONS:

Maximum file size: 200 KB; 72 DPI; no larger than 100 x 100 pixels

AD SUBMISSION:

Send email submissions to Landon Iwamura at Marketing.Assistant@C21AllIslands.com

Questions? Contact Landon Iwamura at (808) 564-5128 or via e-mail.

Send ads on CD to: CENTURY 21 All Islands, Attn: Landon Iwamura
6700 Kalaniana'ole Highway, Suite 210
Honolulu, Hawaii 96825

Trim Size:

8.375"W x

10.875"H

Full Page:

7.875"W x

10.375"H

Half Page:

7.875"W x

5.0625"H

Quarter Page:

3.8125"W x

5.0625"H



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Advertising Contract

CENTURY 21 ALL ISLANDS' HAWAII MOVES MAGAZINE

Advertiser: _____ Agency: _____
(Apply 15% Discount)

Email: _____ Phone No. _____

Ad Size: ☐FP ☐Spread ☐HP (1/2) ☐QP (1/4)
☐C2 ☐C3 ☐C4

Frequency: ☐1x ☐2x ☐3x ☐4x ☐5x
☐ 10% discount for 3x or more

Cost Per Run: \$ _____

Total For All Run: \$ _____

Issues: ☐ Issue 1 ☐ Issue 2 ☐ Issue 3 ☐ Issue 4 ☐ Issue 1 2011

Please check one:

- ☐ I would like the C21 Marketing Department to design my ad.
☐ I will be sending camera-ready artwork. (Ad is fully designed, meeting required specifications and is ready to go.)

Order Authorized By:

Print Name: _____

Signature: _____

Contract Date: _____

Copy & Contract Regulations: Rates are subject to change upon notice from publisher. All orders are non-cancellable after material deadline date of each issue. All verbal instructions regarding contracts or insertions must be confirmed in writing. Rates are based on matched four-color process; PMS colors are extra. Advertisements received by advertising production department after material closing dates may not be entitled to revision. Advertiser and its agency assume liability for all contents (including text and illustrations) of advertisement printed and shall indemnify publisher against any damages arising from publication of advertisement. Advertising placed by an agency or the advertising department or wholly owned division of a company becomes the credit responsibility of that agency and/or company. Advertiser and its agency shall be held jointly and severally liable for monies due to publisher for advertising published in magazine. Publisher reserves the right to refuse any advertising it deems not in keeping with the policies of the publication or that does not meet its publication standards. We assume that the advertiser and its agency have read this rate card and agree to its conditions without any further contract or notice.



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PLEASE FAX CONTRACT TO
LANDON IWAMURA AT (808) 396-0527

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