

# Kauai, Hawaii, Maui Website Ad Specs

## SPEC/PRICING SHEET

Aloha to all Adventures and Romance Magazine customers! Our websites are entering a new phase of production with a more simplified method of design, advertising and proofing to better service our advertiser's needs. Please read carefully the following instructions and if you still have any questions, e-mail [info@kauairomance.com](mailto:info@kauairomance.com) with your questions and/or concerns. We will address any issues regarding design/graphic production via e-mail. We will not be responsible for typing mistakes, changes to ads, or missing elements of ANY ADVERTISEMENT. Proof approved emails are final. Please contact the publisher for information on final deadlines.

### **ADVERTISING SPECIFICATIONS** *Save files as Print Quality PDFs or JPEG Doc sized in **POINTS** (not pixels)*

At this time, our websites ONLY offer static rotating banner advertising, No animated or motion ads  
Please send all ads to the email address below or use Upload Center  
Please submit advertiser's full " <http://www.yourwebsiteaddress.com> " link coding with banner ad when emailing  
ALL ad files must be @ 300 DPI in one of the following formats:  
*Print Quality PDF or JPEG Document sized in **Points** (not pixels)*

### **ADVERTISING SIZES ARE STRICT.** Please use the dimensions below (**POINTS= PTS**) W= Width H= Height

Prices are per publication website and do not include Hawaii sales tax.  
15% discount may apply on multiple website ads, agency discount with multiple magazine ad or website ad purchases.  
Ads include URL links to advertiser website.  
All ad positions have maximum of 10 rotating ads on them, which rotate every 10 seconds.  
Ad position locations are on a first-come, seniority basis.

**HOME PAGE, TOP HORIZONTAL BANNER AD:** Ad size: 360 PTS Wide X 150 PTS High @ 300 DPI  
Home page: top horizontal banner \$75 per mo.

**INTERIOR PAGES, TOP HORIZONTAL BANNER AD:** Ad size: 360 PTS Wide X 150 PTS High @ 300 DPI  
Inner pages: top horizontal banner \$65 per mo. per page.

**HOME PAGE, FIRST HORIZONTAL PHOTO AD:** Ad size: 1000 PTS Wide X 667 PTS High @ 300 DPI  
Banner copy and logo \$95 per mo.

**INNER PAGES:** Top Photo ad with banner copy and logo \$85 per mo.

**HOME PAGE, SECOND HORIZONTAL PHOTO AD:** 1000 PTS Wide X 667 PTS High @ 300 DPI  
Banner copy and logo \$85 per mo.

**INNER PAGES:** 2nd Photo ad with banner copy and logo \$75 per mo.

**HOME PAGE, THIRD HORIZONTAL PHOTO AD:** 1000 PTS Wide X 667 PTS High @ 300 DPI  
Banner copy and logo \$75 per mo.

**INNER PAGES:** 3rd Photo ad with banner copy and logo \$65 per mo.

**VIDEO PAGE LINK:** \$55 per mo. Non-rotating

**BOTTOM SQUARE ROTATING BANNER ADS:** 120 PTS W X 120 PTS H @ 300 DPI  
Footer Square rotating ad with web site link \$55 per mo \**per category*. 6 rotating banner ads *per category*

\* **Five Categories:**

"Coupons" rotating ad, "Best Deal" rotating ad, "Discounts" rotating ad, "Click Here!" rotating ad, "Specials" rotating ad

### **CONTACT INFORMATION**

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