OAHU PUBLICATIONS

Living
A SOPHISTICATED WORLD OF CHOICES

HALEKULANI IN-ROOM MAGAZINE

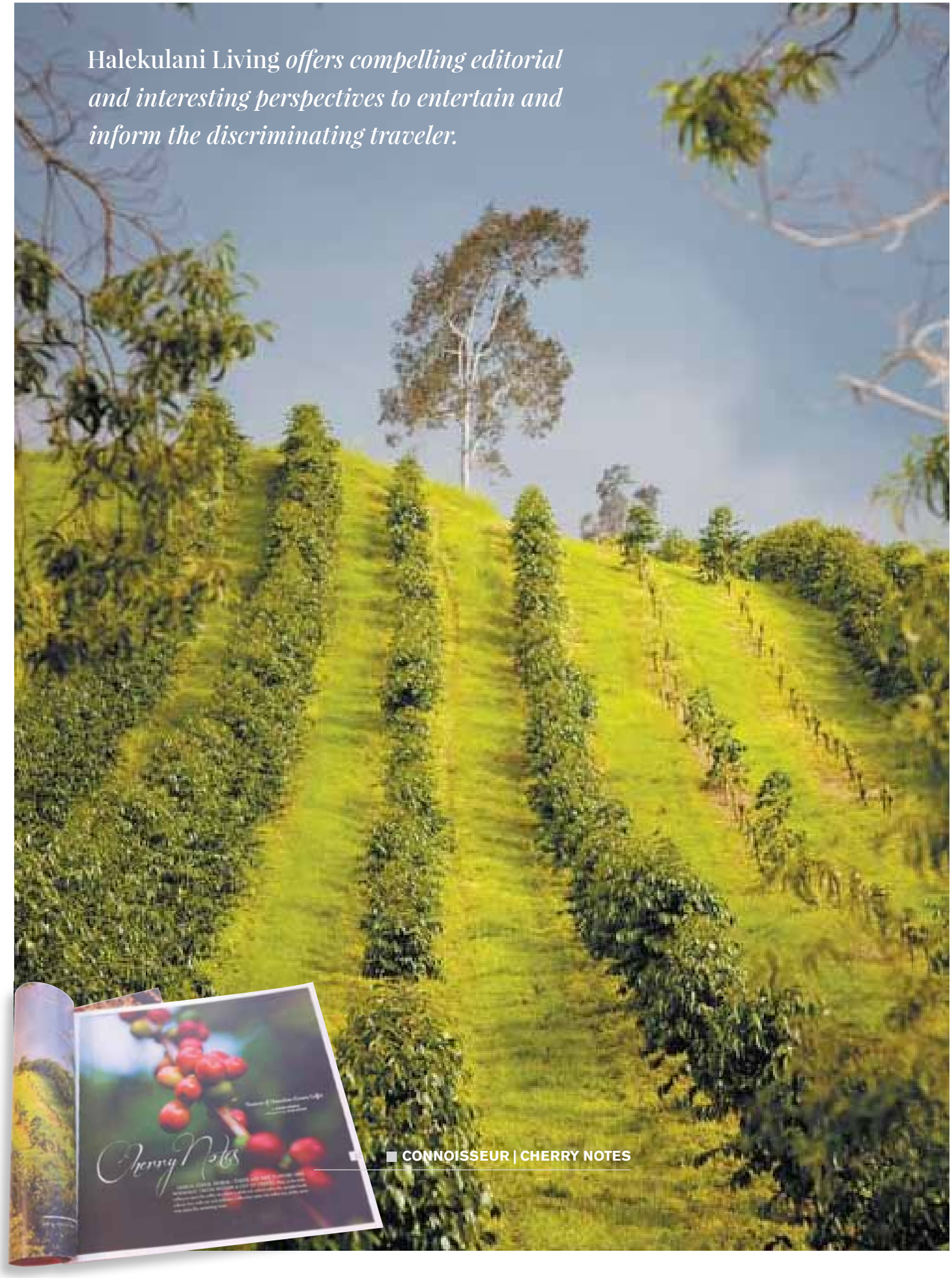
Opulence meets refinement within the pages of Halekulani Living.

Halekulani, known globally for its unrivaled gracious hospitality, innovative guest service, authentic spa immersions and magnificently acclaimed cuisine, is pleased to offer their guests *Halekulani Living*, the magazine.

This in-room publication is crafted around the Halekulani philosophy of Connoisseur, Wellness, Masterworks and Legacy. The photo essays and stories that comprise this book are our most elegant works of prose.

To advertise: Linda Woo
lwoo@staradvertiser.com | 808-529-4355

Halekulani Living *offers compelling editorial and interesting perspectives to entertain and inform the discriminating traveler.*



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AD RATES

Full Page	$5500
First Right Hand Page opposite editorial	$5800
2nd Cover (inside front) & Page 1	$13,000
3rd Cover (inside back)	$6500
Pages 2 & 3	$12,000
Pages 4 & 5	$11,500
2-Page Spread	$10,000

*Minimum 2x insertion for all premium positions
All rates are net plus tax.

Positions other than premium positions listed above are not guaranteed. A premium rate is required for guaranteed positions. Ask your sales rep for quotes. All rates are net and do not include the 4.712% Hawai'i State tax.

DESIGNATED FOR ALA MOANA CENTER
AND ROYAL HAWAIIAN CENTER

ADDITIONAL CHARGES

Contact your Account Executive for additional design/production rates if these services are required.

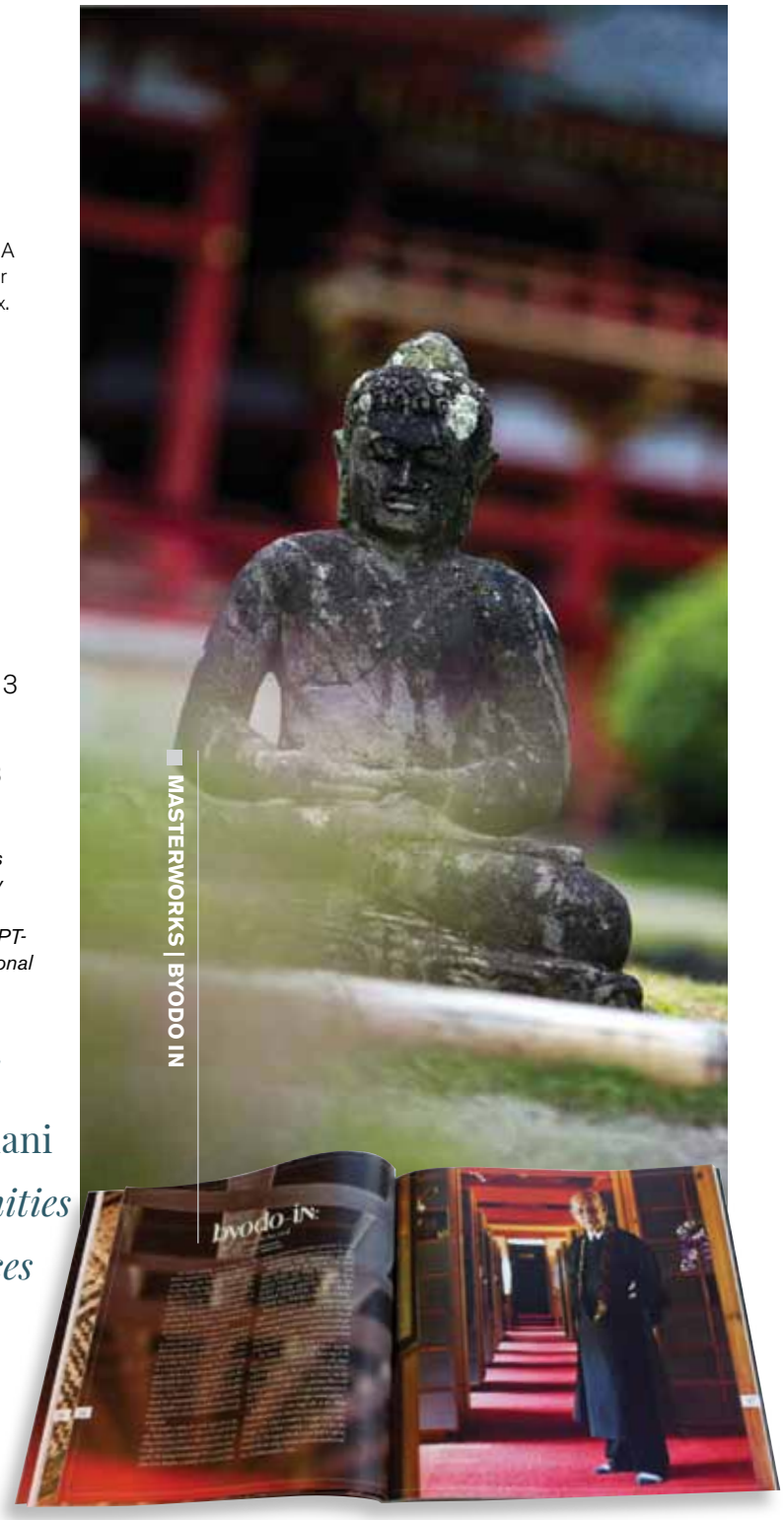
DEADLINES

PUBLICATION DATE: **Spring 2013**
SPACE: April 19, 2013 | CAMERA-READY: April 26, 2013

PUBLICATION DATE: **Fall 2013**
SPACE: June 26, 2013 | CAMERA-READY: July 3, 2013

PUBLICATION TERMS
It is the responsibility of the advertiser to notify us of any ad changes or intent to provide a new camera-ready ad prior to the camera-ready deadline.
ONLY CAMERA-READY (READY TO PUBLISH) ADS ARE ACCEPTED FOR PUBLICATION. Contact your Account Executive for additional design/production rates if these services are required.

Produced locally to reflect the style and gracious elegance of the resort, Halekulani Living *specializes in bringing opportunities to readers, through products and services that has them buying more, exploring further, advancing their lives, and indulging their spirits.*



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AD DIMENSIONS & SPECIFICATIONS

TRIM SIZE: 10.875" X 10.875"

SAFETY: 0.625 from top and bottom, 0.5625 from left and right
BINDING: Perfect bound
Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

Full Page no bleed:	10.875"w x 10.875"h
Full Page with bleed: Build to trim size (10.875"w x 10.875"h) and extend the bleed .125" beyond trim on all sides.	11.125"w x 11.125"h
2-Page Spread no bleed:	21.75"w x 10.875"h
2-Page Spread with bleed: Build to trim size (21.75"w x 10.875"h) and extend the bleed .125" beyond trim on all sides.	22"w x 11.125"h

Minimum size knockout type should be 8 point.
Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

DIGITAL AD REQUIREMENTS

All ad submissions must be PDF/X-1a files
The PDF/X-1a files must have:
•All fonts embedded.
•CMYK or Grayscale color space. No RGB, LAB or embedded color profiles (such as ICC profiles).
•All PMS or Pantone colors must be converted to CMYK.
•Resolution: 300 dpi
• Maximum ink density: 300 total.
- All full page ads should be centered on a trim size document and have marks indicating trim and bleed.
All marks must be outside the trim size document.

Digital files must be submitted with a SWOP certified proof. By choosing not to supply a SWOP certified proof with this ad submission the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SWOP certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the final content within your ad. We will not be responsible for improperly prepared files.

FILE DELIVERY

http://ftp3.staradvertiser.com
enter your contact email
enter your email
upload file by clicking on "upload" button

The official in-room magazine for Halekulani gives you exclusive access to discerning, affluent, well-traveled readers. Reach new audiences with every issue produced, published, and printed in Hawai'i.

For 2013

A sophisticated mix of features appealing to the upscale international and domestic traveler covering: Culture, Art, Music, Well-being, Everyday Luxuries, Jewelry, Restaurants, Food, Activities and more.

Circulation

10,000 copies distributed in room.
Printed twice annually in English & Japanese
Available only at the Five Diamond-rated Halekulani

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