

luana

FAIRMONT KEA LANI (MAUI) & FAIRMONT ORCHID (HAWAI'I)
IN-ROOM MAGAZINE



Fairmont's in-room magazine is designed to enhance, enrich and indulge Hawai'i and its spectacular yet serene surroundings.

Luana or "Relax" (in Hawaiian) is the perfect motto for Fairmont's exclusive in-room magazine, which is distributed at the Fairmont Kea Lani on Maui and the Fairmont Orchid on the Big Island. This unique magazine provides insight into historical, adventure, culinary, arts and cultural happenings on both islands – as is only available to the guests of these two venerable Fairmont resorts.

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

On the Big Island, Kilauea volcano's blistering lava glows even brighter in the dark. Photo: Leigh Hilbert, www.Leigh-Hilbert-Photography.com

■ NIGHT VISIONS | NOCTURNAL BEAUTY AWAITS ON THE BIG ISLAND



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IN-ROOM MAGAZINE

Distributed in rooms at the Fairmont Kea Lani and the Fairmont Orchid, this beautiful publication is read from cover to cover. Don't miss out on this unique chance to be part of the Fairmont family.

AD RATES

4th Cover (back cover)	\$4000
3rd Cover (inside back)	\$3200
2nd Cover (inside front) & Page 1	\$6000
Page 2 & 3	\$5000
Page 4 & 5	\$5000
Page 6 & 7	\$5000
Single Full Pages	
From Pages 10-14	\$2250
Island Breakouts	
Full Page	\$1750
Half Page	\$900
Quarter Page	\$500
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% Hawaii State tax.

ADDITIONAL CHARGES

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

DEADLINES

PUBLICATION DATE: **August 2013**

SPACE: June 7, 2013 | CAMERA-READY: June 14, 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.



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IN-ROOM MAGAZINE**AD DIMENSIONS & SPECIFICATIONS**

TRIM SIZE: 9" X 10.875"

SAFETY: All live matter must be at least 0.25" from trim on all sides.

BINDING: Perfect bound, 10.875" side

Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

Trim Size: 9"w x 10.875"h

Full Page with bleed: 9.25"w x 11.125"h

Build to trim size (9"w x 10.875"h)

and extend the bleed .125" beyond trim on all sides.

Full Page no bleed: 7.876"w x 9.625"h

2-Page Spread no bleed: 18"w x 10.875"h

2-Page Spread with bleed: 18.25"w x 11.125"h

Build to trim size (18"w x 10.875"h)

and extend the bleed .125" beyond trim on all sides.

Half Page vertical: 3.844" w x 9.625"h

Quarter Page: 3.844" w x 4.736"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

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

Printed annually (August)

Fairmont Kea Lani

Spectacular beaches, gentle ocean breezes and stunning sunsets at one of Maui's most scenic places, the Fairmont Kea Lani. Maui's only luxury all-suite and two and three bedroom ocean front villas with full kitchens and private plunge pool; luxury doesn't get better than this. Offering 450 rooms with jaw dropping scenery, this is one of Maui's most sought after hotels.

Fairmont Orchid

Tranquil accommodations on the Kohala Coast will sweep you away as you listen to the waves crashing along the Hawaiian shoreline. With 540 guests room and suites, the Fairmont's President Club will pamper you like no other. The Fairmont Orchid sweeps their guests into an unforgettable experience like no other.

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