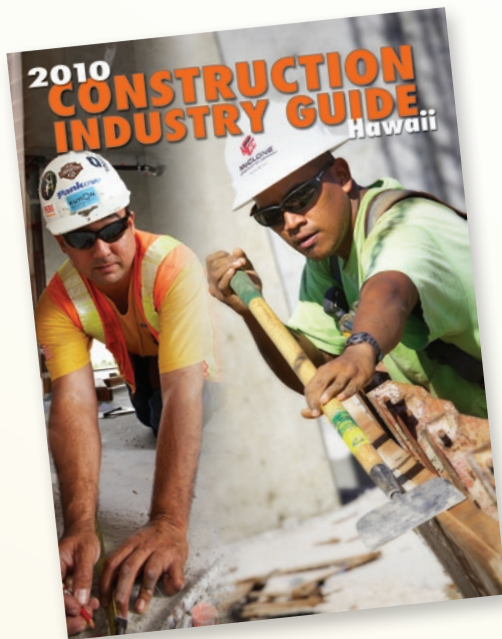


CONSTRUCTION INDUSTRY GUIDE

HAWAII

2011 ADVERTISING RATES/SPECS



Construction Industry Guide Hawaii (CIG) is the statewide directory of all licensed

contractors, architects and engineers. It also details their services, accomplishments and top projects in special showcase packages.

CIG lists developers, construction associations, unions and services while a special section lists all state, county and federal construction agencies with up-to-date contact information.

An exclusive feature, "What's Developing," details the latest trends in residential, commercial and industrial development that drive Hawaii's construction scene.

Complete Contract Listing

All of the approximately 6,100 contractors licensed by the state are listed in CIG. Contractors are divided in the following categories, alphabetically, ABC licenses by island and specialty licenses. This makes CIG a superior working tool for those searching for qualified contractors.

Circulation & Distribution

Construction Industry Guide (CIG) is a working guide to Hawaii's construction industry. Over 5,000 copies of CIG are distributed by mail in Hawaii to the following groups: developers — commercial, industrial, residential; architects; engineers — all specialties; government agencies — military, federal, state and county including public works; property managers, including hotel and condominium resident managers.

Also targeted are general contractors, specialty contractors and suppliers to the industry, including all members of the General Contractors Association; Building Industry Association; Associated Builders & Contractors; Maui, Kauai, and Big Island contractor associations; Hawaii Pacific Steel Framing Alliance; Hawaii Lumber Products Association; American Institute of Architects; the Construction Specifications Institute; professional engineers and all construction unions. Copies are also distributed directly by the state and county planning and permitting departments on all islands to people obtaining building permits.

SIZE	B/W	4-Color	Showcase B/W	Showcase 4-Color
FP	\$1970	\$2605	\$2170	\$2800
2/3 (v)	\$1675	\$2300	n/a	n/a
1/2 (v or h)	\$1470	\$1940	\$1610	\$2085
1/3 (v or h)	\$1120	\$1500	n/a	n/a
1/4 (v)	\$1040	\$1415	\$1145	\$1520
1/6 (h)	\$785	\$1100	n/a	n/a

Covers**

Back Cover	\$3290	10% premium on all fixed position requests.
Inside Front Cover	\$3095	
Inside Back Cover	\$2800	
Double Truck	\$4575	

* Plus state of Hawaii General Excise Tax in effect at time of publication.

** Cover rates include 4-color, bleed and premium position charges.

Spot Color Rates

SIZE	FP	2/3 & 1/2	1/3 & 1/4	1/6
Black plus spot color	\$375	\$280	\$225	\$180

Special Showcase Packages

Packages are available to licensed contractors, architects, engineers and developers. Purchased advertising space is doubled to include editorial coverage (including photos) about the company's services, personnel, projects and accomplishments.

For example, a construction company running a full-page ad will receive two pages of space including the editorial. Qualifying purchasers of a half page receive a full-page space in the guide and qualifying quarter page advertisers receive a half page of space. Showcase packages feature four-color editorial whether advertising portion is b&w or four color.

There is a savings of up to 90 percent on these packages while the editorial approach offers a unique and effective way to present your services and abilities. Our sales and editorial staff are available to assist.

Inserts

Preprinted inserts, or cards, are \$1970 per two-sided page or \$1470 per two-sided insert or card under half page. These rates are in addition to artwork, inserting and postal costs, which are available on request.

Sales Deadline: Aug. 12, 2011
Ad Materials Due: Aug. 19, 2011
Publication Date: Oct. 2011

Production Specifications

Construction Industry Guide Hawaii is produced utilizing the latest in digital publishing technology. Finished publication-ready layouts can be accepted on CDs, DVDs, as e-mail attachments or uploads to our FTP site. Files must be Macintosh compatible. **We do not accept negatives or Microsoft Publisher files.**

The preferred file type is a 300-dpi PDF_x-1a, with all fonts and images embedded. Always include document bleed. If sending a PDF isn't possible, files must be Adobe InDesign CS 2 or 3, Adobe Illustrator CS 2 or 3, Adobe Photoshop CS 2 or 3, or QuarkXPress (v3.32-8). We also accept Freehand documents that are saved in EPS or PDF format. For all file types (except PDF), always include all native files, linked graphics and fonts (printer and screen) used.

Materials submitted for in-house ad production such as photographs, line art, and logos will reproduce best from original artwork (photographic prints or large, clean, line art veloxes). Inferior quality originals will require additional production time, incurring additional production charges and may not print to your satisfaction. Graphics that already exist as digital files can be accepted as Macintosh-compatible files. For more information on specifications or how to upload to our FTP site, please call our production department at **(808) 848-0711 ext. 114**, or e-mail art@tradepublishing.com.

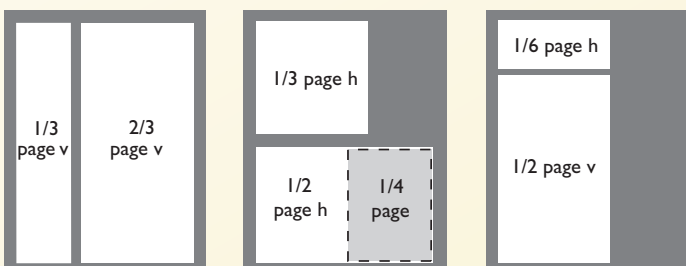
Production Charges

Production charges may be assessed for such services as changes and corrections to existing advertisements, design, layout, illustration, scanning, photo composition, photo retouching and other required work. The rate for this work is \$65 per hour.

Mechanical Requirements	
SIZES	WIDTH x DEPTH
Trim	8-1/8" x 10-7/8"
Full-Page Bleed	8-3/8" x 11-1/8"
Full-Page	7" x 10"
2/3 Page	4-5/8" x 10"
1/2 Page (V)	4-5/8" x 7-3/8"
1/2 Page (H)	7" x 4-15/16"
1/3 Page (V)	2-1/4" x 10"
1/3 Page (H)	4-5/8" x 4-15/16"
1/4 Page (V)	3-7/16" x 4-15/16"
1/6 Page (H)	4-5/8" x 2-1/2"

Bleed

Trim size of page is 8-1/8" x 10-7/8". Allow 1/8 inch on all outside margins which are to bleed. For double-truck bleed, please consult our prepress department.



Special Production Requests

For information on overruns, inserts, crossovers, double-trucks, etc., please contact your account manager.

Publisher's Copy Protective Clause

All typographic rights reserved. Publisher reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect Trade Publishing Company from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design or words protected by copyright, registered trademark, label, etc. in connection with advertising appearing in **Construction Industry Guide Hawaii**.

Agency Commission

15% of gross billing allowed to recognized advertising agencies on display advertising, colors and bleed when payment is made within 30 days of invoice date (date of issue). No commission or cash discounts are allowed on production charges.

Cash Discount & Service Charge

2% cash discount — 10 days from the date of invoice, net 30 days. A service charge of 1.5% per month will be charged on all overdue accounts. Payment is due 30 days from date of invoice.

Electronic Publishers

bidservicedaily.com
buildingindustryhawaii.com
buildingmanagementhawaii.com

hawaiihospitalityonline.com
pacificpaddler.com
viphawaii.com

Print Publishers

BIDService Weekly
 Building Industry
 Building Management Hawaii
 Construction Industry Guide Hawaii
 Construction Preview
 Hawaii Building Products Directory

Hawaii Hospitality
 Hawaii Transportation Association
 Pacific Paddler
 Principles & Practices of
 Hawaiian Real Estate
 Retail Food & Beverage

Personnel

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 Publisher & Sales Manager
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 Barry Redmayne
 Charlene Gray
 Frank Hee

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 Production Manager
 Editorial

Lita Fernando
 Blanche Pestana
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