

HAWAII BUILDING PRODUCTS

DIRECTORY

2011 ADVERTISING RATES/SPECS

For 31 years the **Hawaii Building Products Directory** has been the authoritative guide for construction materials and services. Published in partnership with the Construction Specifications Institute (CSI), Honolulu chapter, the publication reaches all purchasing decision makers in the state's construction industry, including the following:

- contracting companies
- architectural firms
- engineering firms
- condominium managers
- property managers
- developers
- all members of the statewide construction industry associations
- county, state and federal agencies

At 5,000-plus, circulation is targeted to reach all decision makers in Hawaii's building products and services market.

Plan Your Message Now

Call your Trade Publishing sales representative for details on how you can reach the wide range of construction, architectural and engineering decision makers using the **Hawaii Building Products Directory** each year. For more information and space reservations, phone (808) 848-0711 or fax (808) 841-3053.

SIZE	B/W	4-Color
FP	\$1970*	\$2605
2/3 (v)	\$1675	\$2300
1/2 (v or h)	\$1470	\$1940
1/3 (v or h)	\$1125	\$1500
1/4 (v)	\$1040	\$1415
1/6 (h)	\$785	\$1100

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

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

Banner Ad Rates

SIZE	Width x Height	1x	3x	6x	A
Size A	2-1/4" x 1-1/4"	\$205	\$195	\$175	B
Size B	2-1/4" x 2"	\$295	\$265	\$250	C
Size C	2-1/4" x 2-3/4"	\$375	\$340	\$320	

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: May 6, 2011
Ad Materials Due: May 13, 2011
Publication Date: June 2011

Production Specifications

Hawaii Building Products Directory 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.

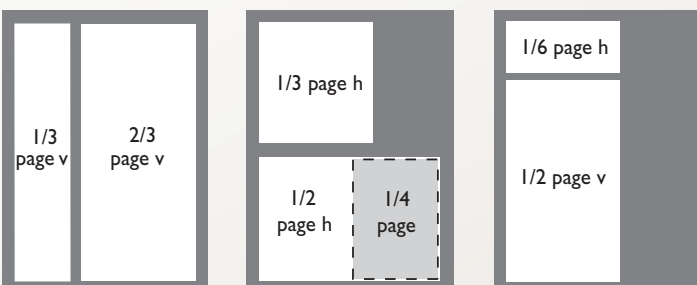
Production Charges

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.

Published Annually

Hawaii Building Products Directory is issued in June 2011.

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 **Hawaii Building Products Directory**.

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
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 Guide

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