



**Hawaii's Local
Sustainable Living Guide**

2010 MEDIA KIT

The HonuGuide

Mission & Vision

- The Most Useful and Valuable Yearly Guide to Local & Sustainable Living In Hawaii.
- *Mission:* Promoting local businesses going green
Provide green consumer discounts
Create fundraising opportunities

HonuGuide Stats (2009)

- 128 pages with 50 pages of content
- 115 coupons from local businesses
- 10,000 copies printed
- \$3,500 in savings
- Retail value of \$20

“Not your typical publication. Informative, stylish content and tons of discounts from local, green businessess”

Why Advertise?

- Reach over 10,000 Green consumers in Hawaii
- Full Year of advertising for the price of a month
- Free listing on www.honuguide.com
- Help create a local green fundraising tool
- Support a sustainable future in Hawaii
- Connect with the green business community

www.honuguide.com

Distribution

- **Participating Businesses**
- **Online**
- **Promotional Give-Aways**
- **Fundraisers**
- **Events**

Representative Examples

- Participating Businesses
 - WholeFoods*
 - Bestsellers Books*
 - Umeke Market*
 - Aikane Kai*
 - Bali Moon*
 - Blue Hawaii Lifestyle*
 - Bike Factory*
 - HIC*
 - The Growing Keiki*
 - Waialua Bakery*
- Fundraisers
 - Hawaii Peoples Fund*
 - Accessurf*
 - Montessori Schools*
 - Kaupā*
 - Kanu Hawaii*
 - Kamehameha Schools*
- Online
 - HonuGuide.com*
 - Hawaii Health Guide*
- Events
 - ecolounge (monthly)*
 - Haleiwa Farmers Market*
 - Iolani School Fair*
 - Clean Energy Festival*
- Promotional
 - Earth Day Events*
 - go! airlines*
 - Hawaiian Airlines*
 - First Friday Chinatown*



Resources Section Advertising

Advertising is available in the 50 page resource section of the HonuGuide. These ads help to promote brand image and capture the attention of the reader. Ads selected to compliment each section or content topic.



Business Directory

New to the 2010 HonuGuide is a special directory that lists organizations that are supporting the local economy, community, and environment. Our goal is to be the most useful resources guide for sustainable living in Hawaii. You can help by listing your business in the directory so customers know where and how to find you.

Coupon Advertising

Coupon advertisements are a great way to encourage individuals to visit your store. Coupons also help to make the HonuGuide a valuable fundraising tool for schools and non-profits.



Yearly Sponsors

Sponsorship opportunities are available for organizations that would like a stronger presence within the HonuGuide publication, at HonuGuide events, and are interested in other promotional opportunities.

Yearly Sponsorships include:

- Premium Print and Online Advertising
- Association with all HonuGuide Fundraisers
- Participation at All HonuGuide Events

Advertising Rates

Four Color	PRICE
<i>Coupons</i>	
Single Coupon (<i>First one Free</i>)	\$150
Two Coupons	\$275
1/4 Page Ad & 3 <i>Coupons</i>	\$750
1/2 Page Ad & 2 <i>Coupons</i>	\$900
<i>Resource Section</i>	
1/3 Page Advertisement	\$600
Full Page Advertisement	\$1,500
Two Page Spread	\$2,500
Back Insider Cover Spread	\$2,800
Front Inside Cover Spread	\$3,000
Back Cover	\$4,000
<i>Business Directory</i>	
Business Listing (Free with Ad)	\$50

*Rates do not include Hawaii general excise tax.

Ad Deadlines

Sales Close	Art Due	Final Due	Print
10.01.09	10.03.09	10.10.09	Nov. '09

www.honuguide.com

Ad Specs

Trimmed Size:	8wide x 6.5 high
Line Screen:	175
Resolution:	300 DPI Minimum
Color:	CMYK (4-Color)
Binding:	Perfect Bound

Ad Requirements

File Formats: PDF, TIF, EPS, AI (300dpi minimum).

Fonts, Graphics, & Images: All fonts must be outlined and artwork must be embedded. Use specific font, not stylized menu, when assigning attributes to text (bold, italic, etc.).

Ad Size: All documents must meet ad size requirements.

File Submission: Email small files. FTP for larger files.

FTP Site info: *Host:* www.honuguide.com
user: honuguide
password: turtle09

Proofs: For email or FTP ads, submit a low resolution JPEG file label the low resolution JPEG "proof".

Logos: All logo files must be Ai or EPS with vectors. Logos that are not high quality cannot be used in print.

Contact

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Editorial Section

1/3 PAGE VERTICAL	WIDTH	HEIGHT
Live Area	2.41	6.0
Trim	2.66	6.5
Bleed	2.85	6.75

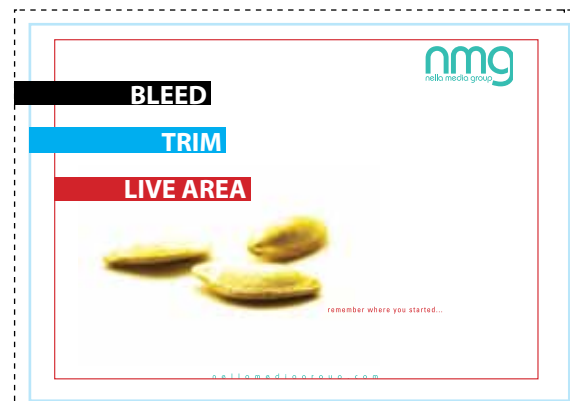
FULL PAGE	WIDTH	HEIGHT
Live Area	7.5	6.0
Trim	8.0	6.5
Bleed	8.25	6.75

2 PAGE SPREAD	WIDTH	HEIGHT
Live Area	15.5	6.0
Trim	16.0	6.5
Bleed	16.25	6.75

Coupon Section

1/4 PAGE HORIZONTAL	WIDTH	HEIGHT
Live Area	7.5	1.125
Trim	8.0	1.625
Bleed	8.25	1.825

1/2 PAGE HORIZONTAL	WIDTH	HEIGHT
Live Area	7.5	2.75
Trim	8.0	3.25
Bleed	8.25	3.50



JOIN US AND LET THE HONU GUIDE YOU!



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