

KAR, HAR, KCB & HCB Website Ad Spec Designs

Publishers SPEC/PRICING SHEET

To all Adventures and Romance Magazine and Coupon Book customers. Our websites are entering a new phase of production with a more simplified method of design, advertising and proofing to better service our advertiser's needs. Please read carefully the following instructions and if you still have any price questions, ad placement, email: info@kauairomance.com **or for technical questions, email:** artdepartment@kauairomance.com

The Publisher will not be responsible for typing mistakes, changes to ads, or missing elements of ANY ADVERTISEMENT. Proof approved emails are final. Please contact info@kauairomance.com for information on proofing or final deadlines.

ADVERTISING SPECIFICATIONS Save files as Print Quality PDFs or JPEG Doc sized in Points (not pixels)

Our websites ONLY offer static **rotating link banner advertising, No animated or motion ads.**

Please send all ads to the email address below or use our Upload Center. **See below for Upload Center URL.**

Please submit advertiser's full " [http\(s\)://www.yourwebsiteaddress.com](http://www.yourwebsiteaddress.com) " link coding with banner ad when emailing.

ALL ad files must be @ 300 DPI in one of the following formats:

Print Quality PDF or JPEG Document sized in Points (not pixels)

ADVERTISING SIZES ARE STRICT. Please use the dimensions below (**POINTS= PTS**) W= Width H= Height

Prices are per publication website and do not include Hawaii sales tax. **Any ad not to our size or spec will be rejected.**

All website ads include link to advertisers website. All ad prices are plus tax, discounts may apply for multiple website ads, agency discount, or with multiple magazine ad purchases. All ads must include URL links to advertiser website. Graphic or photo ads have maximum of 10 rotating ads on that position, rotating every 10 seconds.

Ad position locations are on a first-come, seniority basis.

BANNER ADS:

Home Page, Top Horizontal Banner Ad: Ad size: 360 PTS Wide X 150 PTS High @ 300 DPI

Home page: top horizontal banner \$75 per mo.

Interior pages, Top Horizontal Banner Ad: Ad size: 360 PTS Wide X 150 PTS High @ 300 DPI

Inner pages: top horizontal banner \$65 per mo. per page.

ROTATING PHOTO ADS:

Photo ads must be only one, beautiful image, with copy and or logo in banner at bottom of ad. Publisher reserves the right to reject any photo ad. Photo ad copy banner to submit to, artdepartment@kauairomance.com for the copy or logo placement.

Photo ads on Home Page and inner pages, 1st, 2nd & 3rd Horizontal ad specs:

All ad sizes are the same: 1000 PTS Wide X 667 PTS High @ 300 DPI

Client will supply 1 horizontal photo (1000 Points Wide by 667 Points High @ 300 DPI) and separate logo art @ 300 DPIs.

Client can have up to 48 characters (24 characters per 2 lines) which includes spaces between words.

Home Page and inner pages, Photo Ads 1st, 2nd & 3rd Horizontal Prices:

Home Page, First Horizontal Photo Ad: \$95 per mo.

Inner Pages: Top Photo ad with banner copy and logo \$75 per mo.

Home Page, Second Horizontal Photo Ad: \$85 per mo.

Inner Pages : 2nd Photo ad with banner copy and logo \$75 per mo.

Home Pages, Third Horizontal Photo Ad: \$75 per mo.

Inner Pages: 3rd Photo ad with banner copy and logo \$65 per mo.

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5-DAY VACATION PLANNER INNER PAGE

Rotating 5-Day Vacation Planner Inner Page Ads

All ad sizes are the same: 1000 PTS Wide X 667 PTS High @ 300 DPI

Client will supply 1 horizontal photo (1000 Points Wide by 667 Points High @ 300 DPI) and separate logo art @ 300 DPIs.
Client can have up to 48 characters (24 characters per 2 lines) which includes spaces between words.

Rotating Horizontal Photo Ad Prices:

First Day Horizontal Photo Ad: \$85 per mo.
Bottom of First Day Planner copy

Second Day Horizontal Photo Ad: \$75 per mo.
Bottom of Second Day Planner copy

Third Day Horizontal Photo Ad: \$65 per mo.
Bottom of Third Day Planner copy

Fourth Day Horizontal Photo Ad: \$55 per mo.
Bottom of Fourth Day Planner copy

Fifth Day Horizontal Photo Ad: \$45 per mo.
Bottom of Fifth Day Planner copy

5-Day Vacation Planner Blue Copy Link Ad:

All copy links are \$25 per mo.

SQUARE VIDEO AD LINK:

\$55 per mo. Non-rotating

ROTATING BOTTOM SQUARE FOOTER ADS:

Rotating Bottom Square Banner Ads: 120 PTS W X 120 PTS H @ 300 DPI

Footer Square rotating ad with website link \$55 per mo *per category. 6 rotating banner ads per category

*Square Rotating Banner Ads Categories: "Coupons", "Best Deal", "Discounts", "Click Here!", "Specials"

AD SALES CONTACTS:

Big Island Sales Manager: Tony Colgrove, Cell: (808) 960-1138 - Email: tonyinkona@gmail.com

Kauai Sales Manager: Michael Miller (808) 822-9596 - Cell: (808) 639-7524 - Email: mike@kauairomance.com

Technical questions: artdepartment@kauairomance.com

Upload Center @: www.kauairomance.com/upload