

RATES AND MECHANICAL INFORMATION

EFFECTIVE JANUARY 1, 2022

ROUNDED RATES

	1 X	3X	6X	12X	
	Color	Color	Color	Color	SIZES AVAILABLE
Full page (inside)	2000	1900	1700	1600	10.25" (W) X 14.5" (H) (72.5 Col. Inches)
Half Page (inside)	1400	1300	1200	1100	10.25" (W) X 7.20" (H) (36.25 Col. Inches) 8" (W) X 9" (H) (36.25 Col. Inches)
One Fourth	800	700	600	500	6" (W) X 6" (H) (18 Col. Inches)
One Eighth	450	400	350	300	6" (W) X 3" (H) (9 Col. Inches) 4" (W) X 4.5" (H) (9 Col. Inches)
Business Card (3cl)	200	180	170	160	4" (W) X 2.25" (H) (4.5 Col. Inches)

SPECIAL PLACEMENTS

	1 X	3X	6X	12X	
	Color	Color	Color	Color	SIZES AVAILABLE
Back Page	2500	2300	2000	1800	10.25" (W) X 14.5" (H) (72.5 Col. Inches)
Half Back	2000	1800	1600	1400	7.25" (W) X 10.25" (H)
Center Page	2300	2100	1900	1700	10.25" (W) X 14.5" (H) (72.5 Col. Inches)

Invoice will reflect Rate Plus General Excise Tax (GET)

MECHANICALS

The Fil-Am Courier is printed locally using high quality offset presses on newsprint paper. An extra charge may be made for materials requiring special handling. Digital (soft copy) ready ads need to be submitted to the Publisher no later than six days prior to publication.

1 column	1 7/8 inches	4 columns	8 1/4 pages
2 columns	4 inches	5 columns	10 1/4 pages
3 columns	6 1/8 inches		

DEADLINES

Ad deadlines are every 15th and 30th of the month for the subsequent 1st half and 2nd half issues. Camera-ready materials need to be submitted to later than six days prior to publication.

INSERTS

Accepted with qualifications. Customer to provide pre-printed materials. Additional charge for off sizes.

\$100 per thousand for full-run random inserts
 \$125 per thousand for partial runs. Minimum run: 5,000
 \$150 per thousand for full-run special page insertion

COMMISSIONS: Add 15% from net price to recognized advertising agencies.



THE MARKET

There are approximately 2.2 million Filipinos in the United States. This figure comprises the largest Asian-American minority group in the nation.

The U.S. Bureau of Census estimates that **Filipinos constitute approximately 18-20 percent of the population of Hawaii**. That means over **180,000 Filipinos** and growing rapidly. The State of Hawaii's Department of Business and Economic Development and Tourism (DBEDT) estimate that more than **6,000 Filipinos arrive from the Philippines yearly**.

The Filipino-American community in the United States is an economic engine generating more than \$12.7 billion per year in annual collective income.

CIRCULATION

The Fil-Am Courier is published twice a month and is circulated statewide. It has **20,000 copies per issue**.

Hawaii's Leading Filipino Publication is distributed FREE via pick-up points in high traffic business areas, direct mail and subscription. Currently, there are over 300 outlets in Oahu, Maui, Kauai, Big Island, Lanai, and Molokai. It is also published online www.thefilamcourier, and can be read as printed electronically at issu.com/the or follow us on facebook at Fil-Am courier.

The Fil-Am Courier serves as a major communication channel between professionals, businesses, institutions and the Filipino community. It is a very viable medium to effectively reach a potent demographic market.

THE VEHICLE

The Fil-Am Courier has been serving the Filipino community since 1987 and is Hawaii's longest running Filipino publication. It is published in English with periodic Ilokano and Tagalog articles.

The Fil-Am Courier reaches the demographic ages between 15-75 years; mainly subscribing to the interest of the 35 to 65 year age bracket which represents the circle of professionals, community and business leaders, technicians, skilled workers, retirees, and other consumers with greater purchasing power.

The Fil-Am Courier's contents include: profiles of role models and achievers; analysis on current issues and events; business features; commentaries; cultural and historical essays; community news; entertainment; health; home improvement tips; real estate; immigration updates; Philippine news; politics; and community calendar of events.

We have more than thirty writers and contributors who collaborate with us in ensuring that the Fil-Am Courier provides the most current and updated information about Hawaii's Filipino-American community.



The vehicle of the Filipino Community

ADVERTISING CONTRACT

The undersigned agrees to advertise in the Fil-Am Courier at rates listed below and subject to the terms and conditions of this contract.

DESCRIPTIONS:

Issue Date (s) _____
 Advertiser _____
 Size of Ad _____
 Rate _____
 Contact Person _____
 Special Instruction(s) _____

PAYMENTS:

Advertiser agrees to pay publisher the following costs:

Ad placement _____
 Typeset/Layout _____
 Color Charges _____
 Sub-Total _____
 Less: Agency Discount _____
 Sub-Total _____
 Plus: Tax _____
 TOTAL _____

ADVERTISER:

Authorized Buyer _____
 Title _____
 Address _____

 Telephone / Fax / Email _____

TERMS AND CONDITIONS:

1. The Advertiser represents and warrant that any advertisement submitted to the Publisher (hereafter the 'Advertisement') is original and in full compliance with all applicable copyright laws, including, without limitations, the Copyright Act, Title U.S.C. et seq.
2. The advertiser assumes full liability for the Advertisement and further covenants and agrees to indemnify, defend and hold harmless to the Publisher, its officers, directors, employees, agents, representatives, attorneys, insurers, successors and assigns from and against any and all claims, actions, demands, losses, damages, judgements, liability, expenses and attorney's fees, wether known or unknown, existing now or in the future, resulting from, arising out of, or directly or indirectly related to the Advertisement, wether or not said Advertisement is ultimately published.
3. The Publisher reserves the right, in its sole discretion, to reject any Advertisement which the Publisher may deem controversial, distasteful or unlawful.
4. The Advertiser, in consideration of the terms and provisions contained herein, hereby waives, releases and covenants not to sue, demand or bring any claim against Publisher, its officers, directors, employees, agents, representatives, attorneys, insurers, successors and assigns, in connection with the Advertisement, wether or not said Advertisement is ultimately published.
5. The Publisher will furnish the Advertiser a proof copy of the advertisement for correction. Any revisions or corrections to the advertisement must be communicated to the Publisher within 48 hours of Advertiser's receipt of the proof, otherwise, the proof copy will be considered final and printed as is, and the Publisher shall not be responsible for any errors made by the printers.
6. Payment for the advertising is due upon proofing or upon submission of a camera-ready advertisement. Payment must be made before publication. The Advertiser shall pay and additional fee of \$50.00 for any dishonored check, after which Publisher may require payment in cash. In the event, Advertiser fails to make any payment when due, and advertiser's account will be referred to an attorney or collection agency for collection. Advertiser shall be further liable for all attorney's fees and collection cost allowed by the law.
7. On a long-term contracts, in an event that the Advertiser wish to cancel the advertisement, the Advertiser must issue a cancellation notice 15 days before the publication date. The Publisher may then adjust the advertising rate based on a shorter term.

 Authorized Buyer Signature

 Fil-Am Courier's Representative