

THE OAHU

Concierge

Celebrating 25 years! Keeping Oahu's Hospitality Industry Informed since 1998

2025 RATE CARD

Printed monthly with direct mailed distribution on Oahu to the hospitality industry

| 4/C | 1/9 pg | 1/6 pg | 1/3 pg | 1/2 pg | 2/3 pg | 1 pg | Banner | Cover | Spread |
|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 1x | \$395 | \$535 | \$800 | \$1285 | \$1495 | \$2025 | \$745 | \$2395 | \$3225 |
| 6x | \$310 | \$475 | \$750 | \$1200 | \$1365 | \$1925 | \$635 | \$2265 | \$3085 |
| 12x | \$275 | \$395 | \$650 | \$1085 | \$1235 | \$1865 | \$545 | \$2145 | \$2865 |

Premium Positions

Listed rates are gross. A 15% agency discount will be applied when appropriate. Rates effective as of January 1, 2025

Mechanical Specifications

| | WIDTH | | HEIGHT |
|---------------|-------|---|--------|
| 1/9 pg | 2.425 | x | 3.395 |
| 1/6 pg vert | 2.425 | x | 5.10 |
| 1/6 pg horiz | 5.25 | x | 2.50 |
| 1/3 pg vert | 2.425 | x | 10.375 |
| 1/3 pg horiz | 5.0 | x | 5.10 |
| 1/2 pg vert | 5.0 | x | 7.65 |
| 1/2 pg horiz | 7.65 | x | 5.10 |
| 2/3 pg vert | 5.25 | x | 10.50 |
| 2/3 pg horiz | 5.0 | x | 10.375 |
| Full pg | 7.6 | x | 10.375 |
| Full pg bleed | 8.375 | x | 11.125 |
| FP Banner | 8.125 | x | 0.80 |
| Back Cover | 7.65 | x | 7.00 |
| Spread | 15.75 | x | 10.375 |

Inserts / Events

- Inserts begin at \$450 on up based on weight & size.
- Inserts MUST be supplied no later than the 20th.
- Event fees are \$575 up to 125 people.

Publication Specifications

Trim size: 8.125 x 10.875
Line Screen: Stochastic screening
Resolution 300 dpi
Ink: 4-color process, Rich black graphics: 50C/40M/30Y/100K, NO 4-color black, Rich Black text:oc/om/oy/100k only
Binding: 2 or 3 saddle stitch
Digital Production only. We do not accept coupons. Any ads indicating a cut-out will be rejected.

Transfer Media Accepted

Digital Mac files (Mac). Fonts & images required for all Quark, Photoshop, InDesign and Illustrator files. We accept JPGs, TIFFs, PSD, EPS and press optimized PDF files. We do NOT accept Publisher or Word files.

Deadlines

(subject to change - please see monthly reminder)

| ISSUE | SPACE DEADLINE | MATERIALS DUE |
|--------------|-----------------|-----------------|
| January | Dec. 9, 2024 | Dec. 13, 2024 |
| February | Jan. 13, 2025 | Jan. 16, 2025 |
| March | Feb. 10, 2024 | Feb. 13, 2025 |
| April | Mar. 10, 2025 | Mar. 14, 2025 |
| May | April 11, 2025 | April 15, 2025 |
| June | May 9, 2025 | May 15, 2025 |
| July | June 12, 2025 | June 16, 2025 |
| August | July 11, 2025 | July 15, 2025 |
| September | August 12, 2025 | August 16, 2025 |
| October | Sept. 12, 2025 | Sept. 15, 2025 |
| November | Oct. 10, 2025 | Oct. 14, 2025 |
| December | Nov. 7, 2025 | Nov. 13, 2025 |
| January 2026 | Dec. 9, 2025 | Dec. 15, 2025 |

The Oahu Concierge is a monthly publication on a tight production schedule. **NO EXTENSIONS** will be allowed on material due dates. These dates are estimations. Please check monthly email reminder for exact dates, as they may be slightly different each month than noted.

Editorial Submissions

All items for editorial consideration must be submitted no later than the 10th of the month prior to publication. Please e-mail submissions to publisher@oahuconcierge.com

Pam Davis, Publisher

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A Davis Media Publication