



Creating A Better Hawaii
Through Private Enterprise

SMALL BUSINESS NEWS

Print Edition Display Advertising Spec Sheet • No. 10.1

September 2003

Display Ad Rates and Specifications

Reach More Than 2,000 Member Firms By Advertising With SBH!

ABOUT SMALL BUSINESS NEWS

Published by Small Business Hawaii (SBH) since 1976.
Frequency of Publication: 3,000 copies monthly. Second class mail and organizational distribution subscription \$10 annually.
Advertising first permitted August, 1994.

Copy deadline for stories and ads: The 10th of the month preceding the next issue. Camera ready ads should be mailed or dropped off at:

**Small Business Hawaii
Hawaii Kai Corporate Plaza
6600 Kalaniana'ole Hwy., Suite 212.
Honolulu, HI 96825.**

SB News is distributed on or before the first of each month.

TECHNICAL SPECIFICATIONS FOR NEWSLETTER

Size: 11 x 17 folded in half to accommodate 8 1/2 x 11 page sizes, printed on 4 page signatures. (4, 8, 12, 16, 20 pages., etc.)

TYPE SPECS: No set format for ad type, except for submissions by disc – must be Macintosh formatted with postscript fonts.

GRID: Set up on standard 3 column grid per 8 1/2 x 11 page. Each column is approximately 2 15/32 inches wide, with a gutter of approximately 5/32 of an inch separating each column.

Optional set up for 2 column grid per per 8 1/2 x 11 page is approximately 3 3/4 inches wide, with a gutter of approximately 5/32 of an inch separating each column.

COLOR: Present format of newsletter allows for only single color printing (green ink). No bleeds.

COMPOSITION: Newsletter is composed on Apple Macintosh computer equipment utilizing Microsoft Word for text input and Adobe Pagemaker 6.5 software for primary page make-up.

Font System: Postscript Type 1 fonts only.

Supplementary Files: Publisher can accept the following file formats for inclusion into Small Business News:

Macintosh: **Photoshop TIFF files of EXACT size is preferred.** Pagemaker 6.5 files for the Mac are OK. **We don't do Quark files.**

PC Files: Acceptable PC file formats include **Photoshop TIFF only**. Other formats such as Word RTF and ASCII are acceptable but are subject to a conversion and re-design fee to comply with Macintosh Pagemaker formatting.

DISPLAY ADVERTISING TECHNICAL SPECIFICATIONS.

It is required that display ads are received camera ready for placement into SB News using the following size guidelines for best possible compatibility with newsletter format.

- A ■ FULL PAGE** (7 11/16 x 10 1/2 inches – vertical only.)
- B1 ■ HALF PAGE** (5 1/8 x 7 11/16 inches – vertical.)
- B2 ■ HALF PAGE** (7 11/16 x 5 1/8 inches – horizontal.)
- C1 ■ QUARTER (1/4) PAGE** (3 3/4 x 5 1/8 inches – vertical.)
- C2 ■ QUARTER (1/4) PAGE** (5 1/8 x 3 3/4 inches – horizontal.)
- C3 ■ QUARTER (1/4) PAGE** (2 1/2 x 7 11/16 inches – horizontal.)
- D1 ■ EIGHTH (1/8) PAGE** (2 1/2 x 3 3/4 inches – vertical.)
- D2 ■ EIGHTH (1/8) PAGE** (3 3/4 x 2 1/2 inches – horizontal.)

PLACEMENT:

- All ads placed at bottom of page up.
- No ads can bleed off page or overlap into adjoining page.
- No ads on pages 1, 2 or 3 of any issue.
- No full page ads on last page (8, 12, etc.); bottom reserved for return address and mailing label.

OTHER:

- Publisher reserves the right to refuse any material deemed not appropriate, to select placement and **adjust ad to fit within size limitation, through reductions or possible re-composition of ad.**
- Ads are for printed editions only. Not available for internet versions of Small Business News.
- For more information, contact SBH (phone (808) 396-1724 / fax 396-1726) or Melvin Ah Ching Productions, Desktop Publishing and Consulting (ph. 946-2676) for questions of a technical nature relating to Small Business News.

SB NEWS AD RATES (Revised Sept. 2003)

Display advertising is available to Small Business Hawaii member firms only and endorsed political candidates (regardless of party) by PAYCHECKS HAWAII, an SBH affiliate.

AD SIZE	RATE PER INSERTION
A Full Page (vertical only).....	\$ 400
B1, B2 Half Page (vertical & horizontal)	\$ 270
C1, C2, C3 Quarter Page (vertical & horizontal)	\$ 125
D1, D2 Eighth Page (vertical & horizontal)	\$ 75

To Place An Ad, Call SBH Today!

(808) 396-1724

Fax: (808) 396-1726 • E-Mail: sbh@lava.net

ADVERTISING MUST BE FULLY PAID FOR IN ADVANCE.

DISPLAY AD SAMPLE SIZES

The following are our most popular ad sizes. Ads must adhere to the size specification as purchased. Ads not adhering to the size specification will be modified to fit the space at extra cost.

EIGHTH PAGE HORIZONTAL

3³/₄ x 2¹/₂ inches

QUARTER PAGE VERTICAL

3³/₄ x 5¹/₈ inches

HALF PAGE HORIZONTAL

7¹¹/₁₆ x 5¹/₈ inches

QUARTER PAGE HORIZONTAL

7¹¹/₁₆ x 2¹/₂ inches