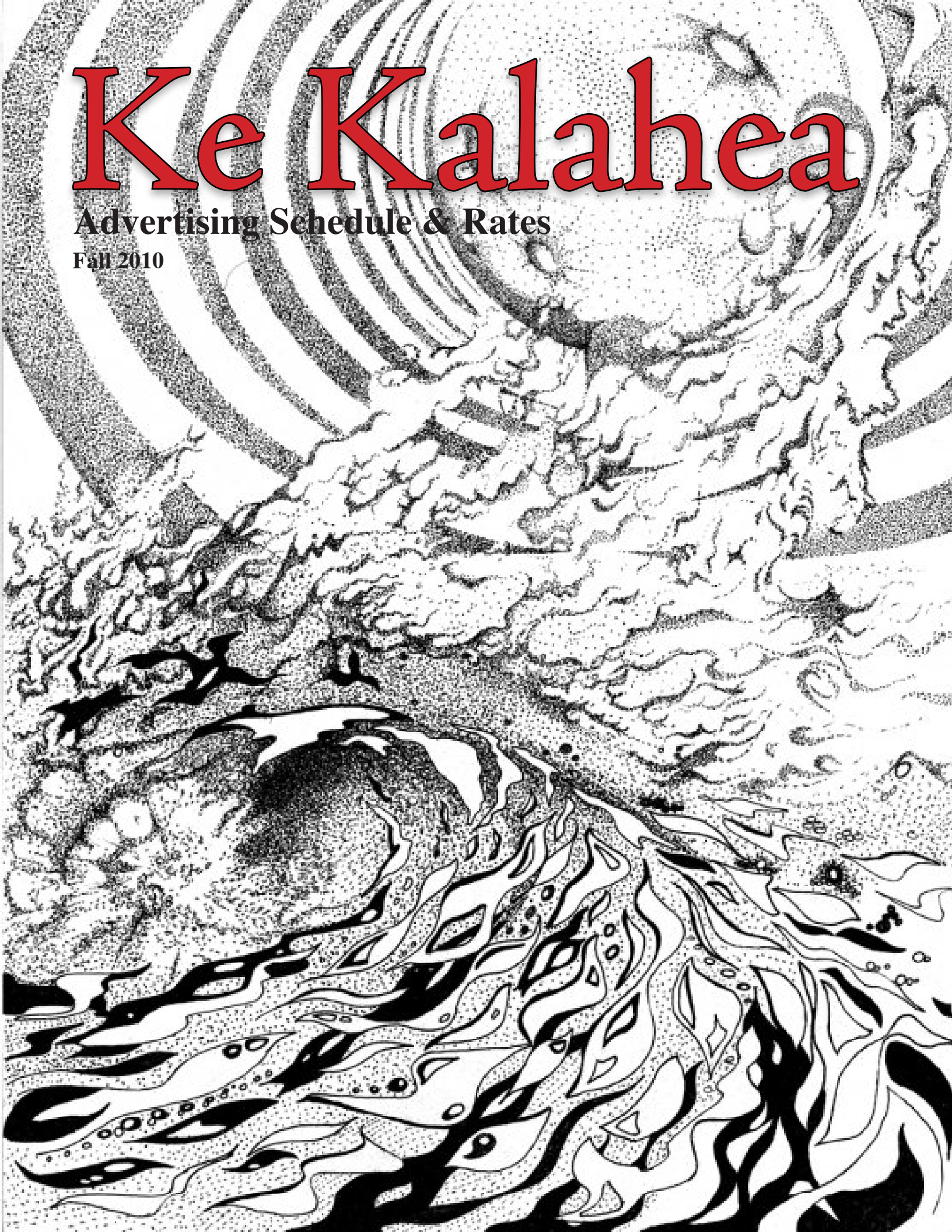


# Ke Kalaheea

Advertising Schedule & Rates

Fall 2010



## ABOUT UH HILO & HAWCC...

Aloha! The University of Hawai'i at Hilo and Hawai'i Community College serves over 7,000 students on the Big Island. Our flagship academic programs include Marine Biology, Volcanology, Astronomy, Hawaiian language, Pharmacy, Agriculture, Computer Science, and Nursing. With a population of over 50,000, Hilo is the cultural and economic center for the Island of Hawai'i.

## ABOUT KE KALAHEA...

Printed on 100% recyclable paper with soy ink, Ke Kalahea is a free publication distributed every other Monday on both campuses and throughout the community.

## ABOUT OUR READERS...

- UH Hilo ranks in the top 10 for having the most ethnic diversity. The diversity comes from a blend of local, U.S. continental, and international students from over 40 countries, making UH Hilo a unique global village community.
- 7 out of 10 students are between the ages 18 and 24.
- 6 out of 10 students are Asian/Pacific Islander.
- Over 600 students live on campus.
- In addition to the 300 faculty members, Ke Kalahea reaches professionals at the Joint Astronomy Centre, the U.S.D.A Pacific Basin Agricultural Research Center, and Hawai'i County government offices.

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## AD DELIVERY

Ke Kalahea operates 100% digitally utilizing Adobe InDesign software on a Mac platform and only supports JPEG, PDF, & PSD file formats. All color ads should be prepared for CMYK printing. Graphic designers on staff can help you develop the best ad to suit your needs.

## POLICIES

Ke Kalahea reserves the right to reject any advertisement deemed objectionable or offensive due to phraseology, graphics, or subject matter. Exact placement request are considered but not guaranteed. Ke Kalahea is a registered member of the Associated College Press and adheres to the Society of Professional Journalist Code of Ethics.

## Feel free with... **THE EASY 3**

If you commit to three run dates-ANY three-and prepay in full, we'll give you the special rate of **10% off** the total purchase price!

## The Lucky 7 Deal...

If you commit to the full semester-EIGHT editions-and prepay in full, we'll give you the 8th ad free...  
savings up to **\$550!**

## CLASSIFIEDS

GREAT FOR STUDENTS!

FIND JOBS, LIST JOBS

**\$5 FOR 3 LINES**

**\$1.25 FOR EXTRA LINES**

FREE PLACEMENT ON KEKALAHEA.COM

## PAYMENT

Please make checks or money order payable to UH Hilo. We also accept all major credit cards

## Mailing Address

Ke Kalaheea  
Campus Center, Rm 215  
200 W. Kawili St  
Hilo, Hawai'i 96720

## Numbers

Office: 808-974-7504

Fax: 808-974-7782

## EMAIL

Kalaheea@hawaii.edu

## Publication Dates

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## Ad Submission Deadlines

### august

s	m	t	w	t	f	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Issue 1-Sept 7  
Submission Due Date  
**Aug 27**

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Issue 2-Sept 20  
Submission Due Date  
**Sept 10**

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Issue 3-Oct 4  
Submission Due Date  
**Sept 24**

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Issue 4-Oct 18  
Submission Due Date  
**Oct 8**

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Issue 5-Nov 1  
Submission Due Date  
**Oct 22**

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Issue 6-Nov 15  
Submission Due Date  
**Nov 5**

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Issue 7-Nov 29  
Submission Due Date  
**Nov 19**

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Issue 8-Dec 13  
Submission Due Date  
**Dec 3**

### september

s	m	t	w	t	f	s
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### october

s	m	t	w	t	f	s
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

### november

s	m	t	w	t	f	s
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

### december

s	m	t	w	t	f	s
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## **FULL PAGE**

COLOR-\$500

B&W-\$425

8 X 10.5

## **QUARTER PAGE**

COLOR-\$150

B&W-\$125

4 X 5.25

OR

2 X 10.5

## **EIGHTH PAGE**

COLOR-\$100

B&W-\$80

4 X 2.63

OR

2 X 5.25

## **BUSINESS CARD**

COLOR-\$50

B&W-\$40

3.5 X 2

## **HALF PAGE**

COLOR-\$300

B&W-\$255

8 X 5.25

OR

4 X 10.5

## **FRONT PAGE STRIP**

(not shown)

\$400 8 X 1.5

\$550 8 X 3

## **Back Page**

Add \$100 to any ad