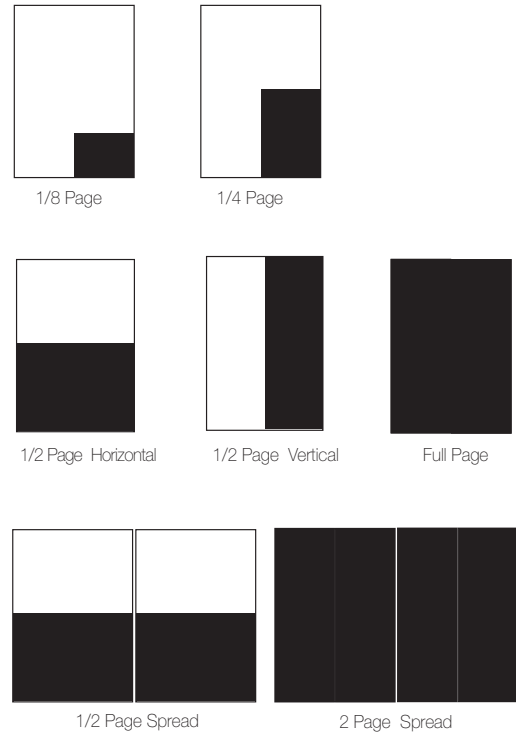


Pleasant Hawaii Magazine

Ad Sizes & Specifications

Size		Width	Depth
Full Page	Image	7.5	10.187
	Trim	8.125	10.875
	Bleed	8.375	11.125
1/2 Page Horizontal	Image	7.5	4.875
1/2 Page Vertical	Image	3.625	10.187
	Trim	3.843	10.875
	Bleed	4.0625	11.125
1/4 Page		3.625	4.875
1/8 Page		3.625	2.312
2-Page Spread	Image	15.55	10.187
	Trim	16.25	10.875
	Bleed	16.5	11.125
Half Page Spread	Image	15.55	4.875
	Trim	16.25	5.225
	Bleed	16.5	5.35



Production Charges

Description	Cost
1) Scan Charges (If work requested or required for revisions)	
Ad Scans	\$45.00
Edit Listing Scans	.45.00
Edit Client Feature Scans	.45.00
Inside Cover Scans	.125.00
Black & White Scans	.25.00
2) Production Time (If work requested or required for revisions)	
Production Time (Agencies only)	\$.100.00
per hour (\$25 minimum)	
Extensive Chrome Work/Color Correction	\$.100.00
per hour (\$25 minimum)	
3) Revision Charges (If work requested)	
Revision Charges (up to 8.13" x 10.88")	\$.80.00
- 4 color	
Revision Charges (up to 8.13" x 10.88")	\$.20.00
- 1 color	
• Includes: Rev Copy, Rev Color, Rev Position and/or Size Downgrade	
• Revision Charges are: Imaging, Pre-Press and Production	

Handling Charges:

If materials are not submitted within 24 hours of the printed deadlines a \$25 handling fee will be assessed. This fee applies to revisions made to existing ads.

Proofs:

New or revised advertisements that are not camera ready:

- For 2-proof service, turn in materials to the Oahu office 48 hours prior to deadline
- For 1-proof service, turn in materials to the Oahu office 24 hours prior to deadline

Material Specifications

Specifications for Digital Files Macintosh Format

In House Services:

Professional Design Layout and Creative Solutions
High Resolution Flatbed Scanning and Color Modification
High Quality Color Proofs

Software Supported:

Quark Xpress 7, Adobe Illustrator CS, Adobe Photoshop CS2
If submitting a PDF, it must be a PDF/X-1a:2001 file (350 dpi)
We currently do not accept InDesign files.

Media Supported:

USB, CD ROM and DVD

Online Submission (24 hours):

Email digital files to: imaging@thisweek.com
Contact your Account Executive for FTP instructions

Formatting Elements:

- All fonts, printer and screen, used in ad must be sent with ad
- All graphics and digital scans, b/w and 4 color, used in ad must be sent with ad
- Please save all graphics as TIFF or EPS files
- All fonts & graphics imbedded within graphic files also must be included
- All 4 color scans must be in CMYK mode
- All 4 color scans must be placed in ad at 100% and scanned at 350 dpi or better
- All separated 4 color scans must have high resolution files sent with ad
- All custom colors must be specified as process CMYK
- All custom colors must be given a specific name (ie: "fire red" or "100m49y" not just "red")
- Do not use type attributes in the Quark measurement box (ie: bold, italic, etc.)
- Do not colorize grey scale tiff files in quark
- Do not use bitmap files
- Use the actual font from the font family (ie: times bold, times italic, etc.)
- All exported Illustrator files must have original (editable) Illustrator file with it and all fonts must be converted to outline
- A hard copy/laser print out of ad is required for proofing (color recommended)
- There should be a .25 area between the copy and trim to ensure that copy does not get cut off
- Must be Macintosh compatible