



HAWAII HOTEL & LODGING ASSOCIATION

PICTORIAL MEMBERSHIP DIRECTORY

2011 ADVERTISING RATES/SPECS

The **Hawaii Hotel & Lodging Association 2011 Pictorial Membership Directory** will be published in March 2011 on behalf of HH&LA by Trade Publishing Company. Each member of the state's leading trade organization is listed, with photographs and detailed contact data. All members are also cross-referenced by member type, products and services offered (for allied members) and representatives' names. This exclusive publication is the **ONLY** resource where members can access this valuable information.

HOW TO REACH THE LEADERS: Every major hotel in the state is a member of HH&LA, along with hundreds of other visitor-industry businesses. Your advertisement in the **Hawaii Hotel & Lodging Association Pictorial Membership Directory** will reach each and every one of them, giving your company year-round exposure to the top 1,000 movers and shakers of Hawai'i's huge hospitality industry. Each member receives his or her personal copy. The directory's compact size (5-1/2" by 8-1/2") is designed for quick reference and convenient desktop or bookshelf storage.

WE ARE LONGTIME PARTNERS: Trade Publishing Company is proud of our longtime business relationship with the Hawaii Hotel & Lodging Association. We have been producing the association's membership directory for over 20 years. We also publish the bimonthly Hawai'i Hospitality magazine, which contains a section dedicated to HH&LA news and activities in every issue.

Display ad space deadline: FEBRUARY 4, 2011
Ad materials due: FEBRUARY 11, 2011
Publication date: MARCH 2011

Rates*

Effective Oct. 1, 2010

SIZE/COLOR	RATE
FP BW	\$1036
FP 4C	\$1450
1/2 BW	\$777
1/2 4C	\$1087
1/3 BW	\$634
1/3 4C	\$943
1/4 BW	\$512
1/4 4C	\$783

10% premium on all fixed position requests.

Covers**

Back Cover	\$1605
Inside Front Cover	\$1566
Inside Back Cover	\$1511

* Plus Hawaii GE tax.

** Cover rates include 4-color and bleed.

Frequency Rates

An ad in the **Hawaii Hotel & Lodging Association Pictorial Membership Directory** may be applied to earn frequency rates in other publications of Trade Publishing Co.'s Hospitality Division, including Hawaii Hospitality magazine, Expo Preview and the Hawaii Lodging and Hospitality & Foodservice Expo Official Buyer's Guide. Please ask for details.



Plan Your Message Now

Call your Trade sales representative for details on how you can reach the wide range of lodging and foodservice decision-makers who use the Hawaii Hotel & Lodging Association pictorial membership directory each year. For more information and space reservations, phone (808) 848-0711 or fax (808) 841-3053.

FOR MORE INFORMATION AND SPACE RESERVATIONS,
 PHONE (808) 848.0711 • FAX (808) 841.3053 • TOLL FREE (800) 234.5619

www.tradepublishing.com

Production Specifications

Hawaii Hotel & Lodging Association 2011 Pictorial Membership Directory is produced utilizing the latest in digital publishing technology. Finished publication-ready layouts can be accepted on CDs, DVDs, as e-mail attachments, or uploads to our FTP site. Files must be Macintosh compatible. **We do not accept negatives or Microsoft Publisher files.**

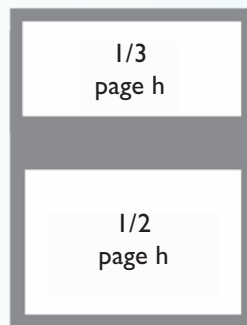
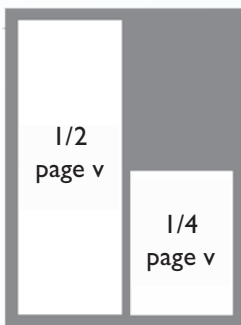
The preferred file type is a 300-dpi PDF_x-1a, with all fonts and images embedded. Always include document bleed. If sending a PDF isn't possible, files must be Adobe InDesign CS 2 or 3, Adobe Illustrator CS 2 or 3, Adobe Photoshop CS 2 or 3, or QuarkXPress (v3.32-8). We also accept Freehand documents that are saved in EPS or PDF format. For all file types, (except PDF), always include all native files, linked graphics and fonts (printer and screen) used.

Materials submitted for in-house ad production such as photographs, line art, and logos will reproduce best from original artwork (photographic prints or large, clean, line art veloxes). Inferior quality originals will require additional production time, incurring additional production charges and may not print to your satisfaction. Graphics that already exist as digital files can be accepted as Macintosh-compatible files. For more information on specifications or how to upload to our FTP site, please call our production department at **(808) 848-0711 ext. 114**, or e-mail art@tradepublishing.com.

Production Charges

Production charges may be assessed for such services as changes and corrections to existing advertisements, design, layout, illustration, scanning, photo composition, photo retouching and other required work. The rate for this work is \$65.00 per hour.

Mechanical Requirements	
SIZES	WIDTH X DEPTH
Trim	5-3/4" X 8-1/2"
Full-Page Bleed	6" X 8-3/4"
Full-Page	5" X 7-1/2"
1/2 Page (V)	2-3/8" X 7-1/2"
1/2 Page (H)	5" X 3-5/8"
1/3 Page	5" X 2-3/8"
1/4 Page (V)	2-3/8" X 3-5/8"
1/4 Page (H)	5" X 1-11/16"



Published Annually

Hawaii Hotel & Lodging Association 2011 Pictorial Membership Directory will be issued March, 2011.

Closing Dates

Space reservations must be received by Feb. 4, 2011. Mechanical material must be received by Feb. 12, 2011.

Publisher's Copy Protective Clause

All typographic rights reserved. Publisher reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect Trade Publishing Company from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design or words protected by copyright, registered trademark, label, etc. in connection with advertising appearing in **Hawaii Hotel & Lodging Association 2011 Pictorial Membership Directory**.

Agency Commission

15% of gross billing allowed to recognized advertising agencies on display advertising, colors and bleed when payment is made within 30 days of invoice date (date of issue). No commission or cash discounts are allowed on production charges.

Cash Discount & Service Charge

2% cash discount — 10 days from the date of invoice, net 30 days. A service charge of 1.5% per month will be charged on all overdue accounts. Payment is due 30 days from date of invoice.

Electronic Publishers

bidservicedaily.com	hawaiihospitalityonline.com
buildingindustryhawaii.com	pacificpaddler.com
buildingmanagementhawaii.com	viphawaii.com

Print Publishers

BIDService Weekly	Hawaii Hospitality
Building Industry	Hawaii Transportation Association
Building Management Hawaii	Pacific Paddler
Construction Industry Guide	Principles & Practices of
Construction Preview	Hawaiian Real Estate
Hawaii Building Products Directory	Retail Food & Beverage

Personnel

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