



The Maui Wedding Association together with Trade Publishing Company requests the honour of your presence in the *2011 Maui Wedding Planner*.

In celebration of this special achievement, your *2011 Maui Wedding Planner* will be delivered with a Hawaiian theme and specially gift wrapped in Aloha. E komo mai.

RSVP Ad Space: October 29th, 2010 • RSVP Ad Materials: November 5th, 2010

Hosted By: Trade Publishing Company
Faith Freitas, Coordinator, ext. 103

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2011 Advertising Rates

Sizes	Full-Color Rates	B/W Rates
Full page	\$2380	\$1680
Two-thirds page	\$2046	\$1433
Half page	\$1369	\$974
One-third page	\$1152	\$886
Quarter page	\$921	\$706
Eighth page	\$573	\$417
Sixteenth page	\$358	\$261

Premium Positions

Outside Back Cover	\$3324
Inside Front Cover	\$3026
Inside Back Cover	\$2728

Non-members are subject to an annual membership fee of \$200 and approval of membership application by the MWA.

Mechanical Requirements

Sizes	Width × Depth
Trim	8-1/8" × 10-7/8"
Full-Page Bleed	8-3/8" × 11-1/8"
Full-Page	7" × 10"
Two-thirds page (V)	4-5/8" × 10"
Half page (V) (Island)	4-5/8" × 7-3/8"
Half page (H)	7" × 4-15/16"
1/3 Page (V)	2-1/4" × 10"
One-third page (H) (square)	4-5/8" × 4-15/16"
Quarter page	3-7/16" × 4-15/16"
Eighth page (H)	3-7/16" × 2-1/2"
Sixteenth page (V)	1-5/8" × 2-1/2"

Circulation: 17,500

Distributed Nationally & Locally

In 2009, the MWA Planner was Distributed Nationally & Locally:

- The Great Bridal Expo – Hyatt Regency Century Plaza Los Angeles at Beverly Hills, California
- Rainbow Wedding Network/LGBT Wedding Expo – Hyatt Regency Austin, Austin, Texas
- BridesClub.com Tacoma Fall Wedding Expo – Tacoma Dome Exhibition, Tacoma, Washington
- Rose City Bridal Showcase – Oregon Convention Center, Portland, Oregon
- Modern Bridal Faire San Francisco – SFO Concourse, San Francisco, California
- The Great Bridal Expo – Anaheim Convention Center, Anaheim, California
- Internet at mauiweddingassociation.com
- Annual Maui Wedding Expo
- MWA Membership

Production Specifications

The *2011 Maui Wedding Planner* will be produced utilizing the latest in digital publishing technology. Finished publication-ready ads 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 Adobe Acrobat 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 (v3.32-5). 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.