

erhaps no single ethnic group will have more impact on the future of Hawaii than its fastest growing segment, the Filipino community.

Nearly 4,000 immigrants, or over 50 % of the immigrants coming to Hawaii each year are Filipinos. Based on the 2000 U.S. Census statistics, Filipino (including those of mixed race or ethnicity) totaled 276, 784, a 65% percent growth from 1990 statistics. Today, Filipinos are the second largest ethnic group in Hawaii.

## MARKET PENETRATION

There is no better source for you to reach this emerging group than the Hawaii Filipino Chronicle, a weekly newspaper publication with 20,000 copies every issue distributed directly to subscribers & circulated free through selected outlets throughout Hawaii. Currently, there are over 280 outlets on Oahu and the neighbor islands. The paper is continuously enhancing its market penetration by adding more outlets and increasing its subscription base. Subscription is growing every month. No other Filipino publication can offer your business comparable depth of exposure, community awareness, and market penetration as does the Chronicle.

# THE OPPORTUNITY

Marketers agree that the best way to reach ethnic groups is through advertising in community-language newspapers.

As you will note, we are offering Advertisers a wide range of opportunities—display ads, direct mail inserts, classified and business card advertisements. and corporate subscriptions.

We invite you to share in our growth!

## DISPLAY ADVERTISING

**Effective November 2022** 

### Black/White Rates for Standard Space Units

6x 12x 18x 24x 32x 44x SIZE OF AD 1x (in column inches)

Up to 10.5 ci	\$69.00 \$63.00	\$59.00 \$54.00	\$50.00	\$45.00	\$39.00
10.5 to 21 ci	43.00 41.00	40.00 38.00	36.00	34.00	32.00
22 to 37.5 ci	40.00 39.00	38.00 36.00	34.00	32.00	30.00
37.6 to 75 ci	32.00 31.00	29.00 27.00	24.00	23.00	21.00

	1x	6x	12x	18x	24x	32x	44x
Full Page	\$2,418	\$2,365	\$2,257	\$2,150	\$1,935	\$1,612	\$1,290
Half-Page	1,451	1,397	1,342	1,290	1,075	1021	806
1/4 Page	833	790	682	634	618	510	456
1/8 Page	725	697	618	473	430	376	322

Prices include normal production services. Excessive copy, artwork, or illustrations will require additional charges. Please call the Production Department at least three weeks in advance of the issue date for more information.

Ad Sizes	Inches	Picas
Full Page	10-1/4 x 14-1/2	62 x 90
1/2 Page Square	8-1/8 x 8-1/4	49 x 56.5
1/2 Page Vertical	4-7/8 x 14-1/2	29.5 x 87.5
1/2 Page Horizontal	10-1/4 x 7	62 x 42
1/4 Page Square	6-1/16 x 6-1/4	36.6 x 37.6
1/4 Page Vertical	4-7/8 x 7	29.5 x 42.5
1/4 Page Horizontal	8-1/8 x 4-3/8	49 x 26.6
1/8 Page Square	4 x 4-3/4	24 x 28.5
1/8 Page Vertical	4-7/8 x 3-1/2	29.5 x 21
1/8 Page Horizontal	6-1/16 x 3-1/8	36.6 x 19

#### Color\*

Black + 1 Color Add \$400.00 Black + 2 Colors Add \$496.00 Add \$637.00 Four-Color

Color separations to be provided by Advertiser.

\*\* 4.712% tax rate must be added to the advertised rates herein provided

### Guaranteed/Special Positions

All positions, extra 1x 2x 3x 6x 20% 15% 10% 5% Back Page Full page ads only for Back Page

### **Pre-printed inserts** (Tax rate is 4.712%)

\$130 per 1,000 for full run plus tax

\$161 per 1,000 for partial run plus tax

\$180 for guaranteed position per 1,000 for full run plus tax \$198 for guaranteed position per 1,000 for partial run plus tax

Customer to provide pre-printed inserts. Special handling requirements (special sorts, unusual sizes or weights) may be subject to additional charges.

Preprinted minimum run requirement is 10,000.

### Mechanical Requirements

Reproduction is done by photo-offset. Black and white halftones should be screened at 75 line screen and provided in velox form. Process color (color separation) should be screened at up to 75 line screen. Color separations should be emulsion down. Color keys must be provided. No color key will be assessed additional charges.

# CLASSIFIED ADVERTISING

#### Classified Rates

	1x	4x	12x	24x	
Line Text	\$8.00 / line	6.50	6.00	5.00	
Boxed Ad	\$9.00 / line	7.50	7.00	6.00	
Line Text has a maximum of 32 spaces. Boxed ads may be					
any size as long as it is 2" wide or a multiple of 2'. Minimum					
3 lines required for classified ads.					

#### **Business Card Section**

Once a month \$100/insertion Twice a month \$85.00/insertion Four-times a month \$75.00/insertion

A minimum 3-month contract is required. No copy changes allowed. Ads for this section are non-commissionable.

<sup>\*</sup> A one-time set-up fee of \$50.00 will be assessed for all new ads. (Rates subject to change without prior notice.)

<sup>\* 4.712%</sup> tax must be added to the advertised rates

# **DEADLINES**

The Hawaii Filipino Chronicle is published semi-monthly (twice a month). The deadline for space reservation for advertising is 4 weeks prior to issue date.

Camera-ready artwork is due 2 weeks prior to issue publication. Deadline for submission of editorial material is 3 weeks prior to issue publication. Pre-printed inserts need to be submitted 2 weeks prior to issue publication.

# **RATES & BILLING**

Agency commission is 15% to recognized advertising agencies for display ad placements only, not on production charges, set-up fees and color charges. To be recognized, advertiser must fill out our advertising agency recognition application. All charges are subject to 4.712% Hawaii state excise tax. All invoices are due and payable within 15 days of invoice date. Forfeiture of commission on accounts 30 days past due.

Application for advertising agency recognition are available upon request. Publisher will require payment in advance when credit has not been established.

Cancellations after camera-ready art deadline will be billed for the value of the space reserved. All rates are subject to change without prior notice.

# CIRCULATION

Single copy \$4.50 Individual subscriptions are \$95.00 per year. Corporate subscriptions are \$120.00 per year. Mainland Subscription is \$120.00 per year.

### PRODUCTION SERVICES

Rates for Black/White Standard Space Units include normal production services. Excessive copy, artwork, or illustrations will require additional charges. Please call the Production Department at least three weeks of the issue date for more information.

<b>Production Service</b>	Fee
Design & Typesetting	\$80.00 per hour
Copywriting	\$70.00 per hour
Velox	\$25.00 to \$75.00 per page (depending on size)
Color Separation	To be provided by Advertiser

### Column Widths

1 column	1 7/8 inches	11.5 picas
2 columns	4 inches	24 picas
3 columns	6 1/6 inches	36.6 picas
4 columns	8 1/8 inches	49 picas
5 columns	10 1/4 inches	62 picas

Media Kits are available upon request.

Please call the Chronicle for more information
or go to our website at www.thefilipinochronicle.com



94-356 Waipahu Depot Rd., 2nd flr. Waipahu, Hawaii 96797 (808) 678-8930 or (808) 284-4185 Facsimile (808) 678-1829 Email: filipinochronicle@gmail.com or hfci@hawaii.rr.com

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THE HAWAII FILIPINO CHRONICLE