



Perhaps 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!

RATE CARD #17 - November 1, 2022

DISPLAY ADVERTISING

Effective November 2022

Black/White Rates for Standard Space Units

SIZE OF AD 1x 6x 12x 18x 24x 32x 44x
(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
Four-Color	Add \$637.00
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
Back Page	20%	15%	10%	5%
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.

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

* 4.712% tax must be added to the advertised rates

