



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 once a month 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 August 2024

Black/White Rates for Standard Space Units

| SIZE OF AD | 1x | 6x | 12x | 18x | 24x | 32x | 44x |
|--------------------|---------|---------|---------|---------|---------|---------|---------|
| (in column inches) | | | | | | | |
| Up to 9.25 ci | \$69.00 | \$63.00 | \$59.00 | \$54.00 | \$50.00 | \$45.00 | \$39.00 |
| 9.25 to 21 ci | 43.00 | 41.00 | 40.00 | 38.00 | 36.00 | 34.00 | 32.00 |
| 19.5 to 37.5 ci | 40.00 | 39.00 | 38.00 | 36.00 | 34.00 | 32.00 | 30.00 |
| 25 to 75 ci | 34.00 | 33.00 | 31.00 | 29.00 | 26.00 | 25.00 | 23.00 |
| | 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 (width x height) |
|---------------------|-------------------------|
| Full Page | 9.25 x 15.5 |
| 1/2 Page Vertical | 4.5 x 15.5 |
| 1/2 Page Horizontal | 9.25 x 7.75 |
| 1/4 Page Square | 5.5 x 5.5 |
| 1/4 Page Vertical | 4.5 x 7.6 |
| 1/4 Page Horizontal | 7 x 4.5 |
| 1/8 Page Square | 4.5 x 5 |

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 on a coldset web offset press.
- Graphics must be at least 300 dpi (dots per inch) at 100 percent of the final print.
- Line Art @ 800-1200 ppi and Output screen ruling @ 100 LPI.
- The images in the newspaper will appear 20 percent to 30 percent darker than a laser-proof. Consider dot gain when preparing your ad. A gradation of 10 percent to 75 percent instead of 0 percent to 100 percent achieves better results.
- Any black element should be made up of black ink only. Make sure your black is 100%K, not a CMYK mix, not 0R 0G 0B, not 32R 32G 32B, not "automatic" or "rich black" or "registration". Hence, there are no RGB colors. We are not responsible if your ad is not set up correctly.

Please see more detailed information under Newspaper Ad Specifications on a separate sheet.

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.)