

# KA LEO O HAWAI'I

RATECARD | 2010-2011

# ADVERTISING | RATES

## ABOUT KA LEO

Since 1922, Ka Leo O Hawai'i has been serving the University of Hawai'i at Mānoa campus. Ka Leo is student-run and provides readers with campus and local news, feature stories, sports coverage, advertising, and more. Advertising in Ka Leo is an easy and effective way to reach a readership of more than 26,000 students, faculty, and staff. The team at Ka Leo advertising is dedicated to serving your needs efficiently and professionally. We look forward to working on ad campaigns that can truly help your business.

### KA LEO OFFICE

2445 Campus Road  
Hemenway Hall 107  
Honolulu, HI 96822

### Office

808.956.7043

### Ad Manager

808.956.3210

### Fax

808.956.9962

9am-5pm Monday-Friday

### National Advertising Rate

\$18 per column inch (p.c.i.)

All advertising agencies and national direct advertisers pay the open rate for any campaign less than 5 ads purchased.

Frequency discounts apply:

(5 = \$15) (10 = \$13.50) (20 = \$12.60)  
(40 = \$11.07) (60 = \$10.80) (80 = \$9.90)  
all rates p.c.i.

### University of Hawai'i Department

\$12 per column inch (p.c.i.)

All University Departments, Organizations, Groups, and Businesses pay the open rate for any campaign less than 5 ads purchased.

Frequency discounts apply:

(5 = \$11.25) (10 = \$10.50) (20 = \$9.75)  
(40 = \$9.00) (60 = \$8.25) (80 = \$7.50)  
all rates p.c.i.

### Chartered Student Organization

\$8 per column inch (p.c.i.)

All Chartered Student Organizations pay the \$8 per column inch rate for all advertising. No frequency discounts apply. 1-80 times is same rate.

### Local Open Rate

\$15 per column inch (p.c.i.)

All local business pay the open rate for any campaign less than 5 ads purchased.

Frequency discounts apply:

(5 = \$13.50) (10 = \$12.60) (20 = \$11.70)  
(40 = \$10.80) (60 = \$9.90) (80 = \$9.00)  
all rates p.c.i.

### Non-Profit

\$12 per column inch (p.c.i.)

All non-profit organizations and businesses pay the open rate for any campaign less than 5 ads purchased.

Frequency discounts apply:

(5 = \$11.25) (10 = \$10.50) (20 = \$9.75)  
(40 = \$9.00) (60 = \$8.25) (80 = \$7.50)  
all rates p.c.i.



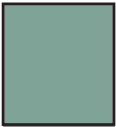
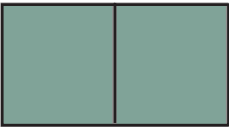
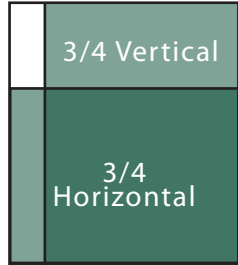
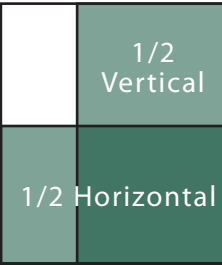
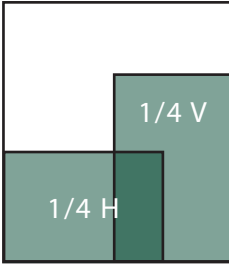
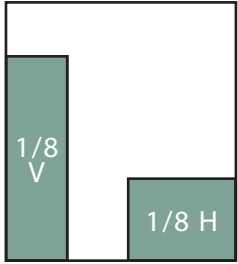
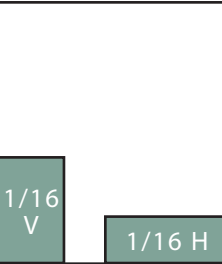
All Advertising Includes Free Full Color and Free Ad Design!

Frequency Rates are based on total ads run from May 15th 2010 – May 15th 2011 a total of 102 issues of the Ka Leo are published from May 26th 2010 – May 10th 2011. Additional charges for special placement, request, and excessive design may be applied.




advertising@kaleo.org  
classifieds@kaleo.org

www.kaleo.org

## ADVERTISING | COMMON AD SIZING

<b>Full Page</b> 5 Col. x 9.5" \$712.50 	<b>Double Truck</b> 10 Col. x 9.5" \$1350.00 	<b>Three Quarter Page</b> 5 Col. x 7" Horizontal 4 Col. x 9" Vertical \$540.00 	<b>Half Page</b> 5 Col. x 5" Horizontal 3 Col. x 9" Vertical \$375.00 
<b>Quarter Page</b> 3 Col. x 4" Horizontal 2 Col. x 6" Vertical \$180.00 	<b>Eighth Page</b> 2 Col. x 3" Horizontal 1 Col. x 6" Vertical \$90.00 	<b>Sixteenth Page</b> 2 Col. x 1.5" Horizontal 1 Col. x 3" Vertical \$45.00 	

## ADVERTISING | SPECIAL ADVERTISING

<b>Front Page</b>	Special placement at the top of the front page is available for ads. The spot is 2.5" wide x 1.25" tall. Available any day of the week.	\$55.00	
<b>Triangle Page</b>	The triangle ad is set up to draw special attention to the advertiser while having complete control over the page. Triangle ads are popular because the copy flows with the shape of the ad.	\$300.00	
<b>L-Shape Page</b>	The L-Shape ad is set up to utilize a right hand or left hand page that surrounds the text in the middle. This ad is also page dominant and the only ad on the page.	\$240.00	
<b>Goal Post Page</b>	The Goal Post is set for the center truck of the paper and surrounds all the content in the center spread. It is the only ad on the two middle pages and is a great alternative to buying a double truck full page ad.	\$840.00	
<b>Puzzle Sponsorship</b>	The puzzles in Ka Leo are very highly read and many students take part in the Sudoku, Crossword, and Panther Puzzles in between classes. This is a prime spot to get your message out.	15% Premium from Rate Card	
<b>Hawai'i Review</b>	The Board of Publications also produces a Literary Journal called the Hawai'i Review. This is a 110 page booklet that encompasses literary works from around the world and has special full page advertising opportunities.	\$150.00	
<b>Inserts</b>	Pre-printed inserts are accepted upon prior approval. The minimum number of inserts accepted is 10,000. Pre-printed inserts must be no larger than 8.5" x 11" and no smaller than 5" x 5" any special request may be handled with printer. Reservation is 15 days prior and inserts must be delivered 10 days prior.	1-4 Pages \$55.00 cpm Each Additional 4 Pages \$5.00 cpm Folding Charge \$15.00 cpm	



\*Please contact Advertising Manager in advance of printing inserts | 808.956.3210

Cost per 1,000 Inserts (cpm)

# ADVERTISING | ONLINE ADVERTISING

www.kaleo.org

The Ka Leo's website offers its readers up-to-date news, links to popular websites, podcast, slideshows, puzzle answers and much more. The Ka Leo website serves about 30,000 visitors each month and continues to grow with popularity. Advertisers can buy ad spots, sections, or run of site display ads.

www.kalamakua.org

The Ka Lamakua is an online arts and entertainment webzine that focuses on things to do in the Honolulu area. With highlights on food, film, arts, music, events, and entertainment the Ka Lamakua has something to offer to some of the non traditional advertisers.

## Sizes

The Ka Leo and Ka Lamakua offer three different sizes of online display ads with each having some distinct characteristics for ad design.

Leaderboard	Medium Rectangle	Skyscraper
468 x 60 pixels	300 x 250 pixels	160 x 600 pixels

## Cost

We sell advertising based on a flat weekly rate that will serve the most impressions to our target audience. Advertisers can buy specific ad sizes, sections, websites, or bundled packages for our current websites.

Size	Section	Website	Bundled Package
Allows you to pick from any of the 3 ad sizes available and place an ad in that size on either website for 1 week. (Monday-Sunday)	Consists of targeting a specific section of our website and buying all three ad sizes in that section for 1 week. (Monday-Sunday)	Called run of sit advertising, buying a website allows the purchase of all three ad sizes to be run on all sections for 1 week. (Monday-Sunday)	Buying all three ad sizes to be run on both websites in all sections for 1 week. (Monday-Sunday)
\$15.00 per week	\$20.00 per week	\$30.00 per week	\$40.00

Leaderboard

Medium Rectangle

Skyscraper

# ADVERTISING | CLASSIFIEDS

## Submissions

The Ka Leo accepts classified advertising in both display and line ad formats.  
Email:classifieds@kaleo.org • Fax:808-956-9962 • Phone:808-956-7043

## Payment

All classified ads must be pre-paid (cash, check, Visa, MasterCard) unless credit is established with the Board of Publications.

## Errors

In case of error or omission, Ka Leo's liability, if any, will not exceed the cost of the advertisement. Ka Leo is not responsible for late submissions or incorrect copy submitted by the advertiser or typographical errors that do not lessen the value of the ad. The ad manager will determine credit issuance.

\*Please be sure to include contact information when submitting by email or fax. We will contact you to confirm your order and process payment.

**SAMPLE CLASSIFIED AD**

THE VOICE  
**KALEO**  
**USE SIZE**  
TO MAKE YOUR POINT

Three font sizes available for all your customizing needs. Use standard, large, or extra large sizes available in bold or regular typeface. One large line charged as two standard lines. One XL line charged as three standard lines.

**CALL TODAY! 956-7043**

Logo

XL font Bold

Standard font Bold

Standard font

Large font Bold

## Deadline

2 business days prior to publication at 4 pm

## Cancellations

Cancellations of classified line ads are accepted until the deadline. No refunds or credits will be given after the first ad of a multiple order runs.

## Cost

3 Lines per day (approximately 38 characters per line)	\$5.00
Each additional line	\$1.25
Border	\$5.00
Black and White Logo	\$10.00
Color Logo	\$15.00
Bold or Caps	25% Extra



The Classifieds department reserves the right to refuse any ads that may be questionable in regards to legality and terms of use.

## SPECIAL ISSUES 2010-2011

06.30.2010  
4th of July Issue

07.27.2010  
New Student Orientation Issue

08.23.2010  
Welcome Issue

09.15.2010  
Fall Dining Guide Issue

10.06.2010  
Visual Issue

10.29.2010  
Halloween Issue

11.17.2010  
Nightlife Guide

12.03.2010  
Holiday Shopping Issue

12.13.2010  
Finals and Graduation Issue

01.10.2011  
Welcome Back Issue

02.11.2011  
Valentines Issue

03.16.2011  
Spring Break Issue

04.11.2010  
Spring Dining Issue

05.04.2011  
Visual Issue

05.09.2011  
Finals and Graduation Issue

### JUNE 2010

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

### JULY 2010

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### AUGUST 2010

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### SEPTEMBER 2010

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

### OCTOBER 2010

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

### NOVEMBER 2010

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

### DECEMBER 2010

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
	26	27	28	29	30	31

### JANUARY 2011

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### FEBRUARY 2011

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

### MARCH 2011

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### APRIL 2011

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### MAY 2011

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## SPECIAL PUBLICATIONS 2010-2011

10.18.2010  
Fall Housing Guide

01.24.2011  
Games Book

04.25.2011  
Spring Housing Guide



Regular Publication Date



Special Issue



Special Publication



# KA LEO | GENERAL INFORMATION SPECIFICATIONS AND DEADLINES



## UH Mānoa Demographics

20,500 Students attend UH Mānoa / 6,000 Faculty and Staff  
69% Undergraduate Students / 31% Graduate Students

Monthly discretionary spending by students : \$322.00 (WAUPM)

40% age 21 and under

22% age 22-24

17% age 25-29

21% age 30+

Average Age : 25.5

## Circulation

Ka Leo is distributed free to more than 50 locations throughout the UHM campus and surrounding businesses. 10,000 Copies are printed every Monday, Wednesday, and Friday during the fall and spring semesters. 10,000 copies are printed weekly on Wednesdays during the summer session.

## Tearsheets

Full issues of Ka Leo are available free throughout campus. Should your business require special tearsheets for proof of publication, please request them as you place your ad. Otherwise display advertising tearsheets are mailed at the end of each month with the invoice. Classified tearsheets or full issues should be requested when placing order.

## Subscriptions

Annual subscriptions (102 issues) mailed first class every publications day is \$85 or mailed weekly is \$60. Semester subscriptions are also available (46 issues in the fall, 45 issues in the spring) mailed every publication day is \$50 or mailed weekly is \$35.

## Contracts

To qualify for a frequency discount we must have a signed contract on file. All advertising is subject to acceptance by Ka Leo managers and may be rejected if found to be unacceptable. All contracts are the responsibility of the advertiser to fulfill, we reserve the right to pro-rate for prior ads run in the event the contract is not fulfilled.

## Payments

All advertising must be paid for in advance (cash, check, Visa, MasterCard) unless credit has been established with the Board of Publications. Once Credit has been established payment in full is due within 30 days of invoice date. All unpaid balances are subject to a finance charge of 1.5% per month. Payments past 60 days may be subject to collection.

## Space Reservation + Advertising Material Deadlines

### Retail and Classified Display Advertising

Publication Day	Deadline
Monday .....	Previous Wed. at 4pm
Wednesday .....	Previous Friday at 4pm
Friday .....	Previous Mon. at 4pm

### Camera Ready Advertising Deadlines

#### Retail and Classified Display Advertising

Publication Day	Deadline
Monday .....	Previous Friday at 4pm
Wednesday .....	Previous Mon. at 4pm
Friday .....	Previous Wed. at 4pm

Preferred format for all files is pdf in a high resolution format 300 dpi or higher.

**\*\*Any advertisements submitted after the deadline will have to wait until the next publication date. Any ad materials submitted past deadline will incur a \$10 charge. Preferred format for all files is pdf in a high resolution format 300 dpi or higher.**

**\*\*All ads created by the Ka Leo graphic designers are the rights of Ka Leo and are not allowed to be used without prior permission for other promotions. All ads will be proofed to client for review before being published, unless otherwise noted by client.**

## Column Widths

Column Count	Size in Inches
1 column	1.84"
2 column	3.805"
3 column	5.77"
4 column	7.735"
5 column	9.7"

Please look to [www.kaleo.org](http://www.kaleo.org) for any additional information that you have questions about or feel free to call or email us any time. We appreciate your interest in the advertising opportunities with the board of publications.