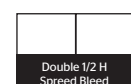
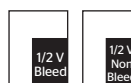
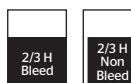
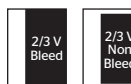
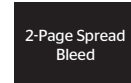


## BLEED ADS

Space		Width	Height
2-PAGE SPREAD	TRIM	16.25"	10.875"
	BLEED	16.75	11.375
	LIVE	15.75	10.375
FULL-PAGE	TRIM	8.125	10.875
	BLEED	8.625	11.375
	LIVE	7.625	10.375
DOUBLE 1/2-PAGE SPREAD	TRIM	16.25	5.333
	BLEED	16.75	5.833
	LIVE	15.75	4.833
2/3-PAGE VERTICAL	TRIM	5.167	10.875
	BLEED	5.667	11.375
	LIVE	4.667	10.375
2/3-PAGE HORIZONTAL	TRIM	8.125	7.958
	BLEED	8.625	8.458
	LIVE	7.625	7.458
1/2-PAGE VERTICAL	TRIM	5.167	7.958
	BLEED	5.667	8.458
	LIVE	4.667	7.458
1/2-PAGE HORIZONTAL	TRIM	8.125	5.333
	BLEED	8.625	5.833
	LIVE	7.625	4.833



## NON BLEED ADS

Space	Width	Height
2-page spread	15.167"	10"
Full page	7	10
Double 1/2-page spread	15.167	4.875
2/3-page vertical	4.625	10
2/3-page horizontal	7	7.5
1/2-page vertical	4.625	7.5
1/2-page horizontal	7	4.875
1/3-page vertical	2.25	10
1/3-page horizontal	4.625	4.875
1/6-page vertical	2.25	4.875
1/6-page horizontal	4.625	2.375
1/12 page	2.25	2.375

## DIGITAL SPECIFICATIONS

**HawaiiBusiness** accepts only digital ads on Macintosh-formatted media. **The client or agency must provide a color proof of the ad, which will be used for color reference only.** It is the responsibility of the client to color proof the ad prior to submittal.

### Ad Formats:

Macintosh Adobe Illustrator® CS3 or earlier, Adobe Photoshop® CS3, Adobe InDesign® CS3 or earlier, or QuarkXPress® 7 or earlier.

- Include all screen and printer fonts and all CMYK graphics files. For InDesign files, please include PDF X-1a (2001) with files and turn bleeds on when exporting to PDF if submitting ad with bleeds.
- TIFF or EPS files must be submitted at **300 dpi**, CMYK or gray-scale at actual size with all fonts converted to outlines.
- Adobe Illustrator® CS3 EPS files are also acceptable, provided that all type is converted to outlines and support images are embedded and in CMYK format. PC: **300 dpi** CMYK TIFF at actual size.

- Press Ready PDF files are acceptable if all fonts are embedded and images are converted to CMYK at **300 dpi**. All PDFs built incorrectly will be sent back to the client for revisions.

**Disk formats:** CD-ROM, DVD-R single layered.

**Emailed ads:** Email attachments less than 4 MB may be sent to [traffic@pacificbasin.net](mailto:traffic@pacificbasin.net). It is the responsibility of the client and/or agency to confirm reception of e-mail with Hawaii Business as well as provide color proof.

**Production e-mail address:** [production@pacificbasin.net](mailto:production@pacificbasin.net)

**FTP (File Transfer Protocol):** Transferring large files over the internet is also an option. If interested, please ask your account executive for more information.

**Mechanical Specifications:** Offset printing on coated stock. Double column 4.625 inches. Column width 2.25 inches. 3 columns per page. 133 to 150 line screen.