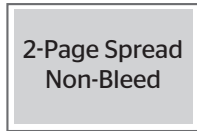
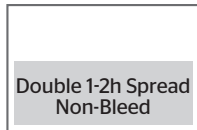


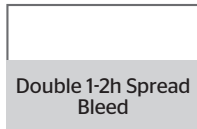
2-Page Spread  
Bleed



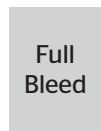
2-Page Spread  
Non-Bleed



Double 1-2h Spread  
Non-Bleed



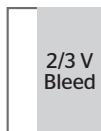
Double 1-2h Spread  
Bleed



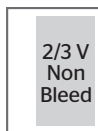
Full  
Bleed



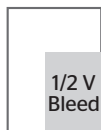
Full  
Non  
Bleed



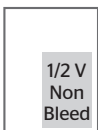
2/3 V  
Bleed



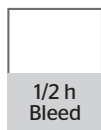
2/3 V  
Non  
Bleed



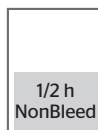
1/2 V  
Bleed



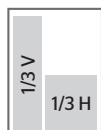
1/2 V  
Non  
Bleed



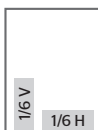
1/2 h  
Bleed



1/2 h  
NonBleed



1/3 V  
1/3 H



1/6 V  
1/6 H

## Bleed Ads

Space		Width	Height
<b>2 PAGE SPREAD</b>	LIVE	15.75"	10.375"
	TRIM	16.25	10.875
	BLEED	16.75	11.375
<b>DOUBLE 1-2H SPREAD</b>	LIVE	15.75	4.833
	TRIM	16.25	5.333
	BLEED	16.75	5.833
<b>FULL PAGE</b>	LIVE	7.625	10.375
	TRIM	8.125	10.875
	BLEED	8.625	11.375
<b>2/3 PAGE VERTICAL</b>	LIVE	4.667	10.375
	TRIM	5.167	10.875
	BLEED	5.667	11.375
<b>1/2 PAGE VERTICAL</b>	LIVE	4.667	7.458
	TRIM	5.167	7.958
	BLEED	5.667	8.458
<b>1/2 PAGE HORIZONTAL</b>	LIVE	7.625	4.833
	TRIM	8.125	5.333
	BLEED	8.625	5.833
<b>Bleed</b>		.5 inches	

## Non Bleed Ads

Space	Width	Height
<b>2-PAGE SPREAD</b>	15.167"	10"
<b>FULL-PAGE</b>	7	10
<b>DOUBLE 1/2H SPREAD</b>	15.167	4.875
<b>2/3-PAGE VERTICAL</b>	4.625	10
<b>1/2-PAGE VERTICAL</b>	4.625	7.5
<b>1/2-PAGE HORIZONTAL</b>	7	4.875
<b>1/3-PAGE VERTICAL</b>	2.25	10
<b>1/3-PAGE HORIZONTAL</b>	4.625	4.875
<b>1/6-PAGE VERTICAL</b>	2.25	4.875
<b>1/6-PAGE HORIZONTAL</b>	4.625	2.375

## AD FORMATS

Macintosh Adobe Illustrator® CS4 or earlier, Adobe Photoshop® CS4, Adobe InDesign® CS4 or earlier

*Hawaii Business* is printed in **4-color CMYK**. Any layouts containing RGB, Spot or Pantone colors must be converted to their CMYK equivalents. Any layouts found to have a differing color scheme must be revised accordingly. We want to ensure that colors are represented properly, therefore, the client will be notified if there are any inconsistencies in color scheme.

**Include all screen and printer fonts and all CMYK graphics files.** For InDesign® files, please include **PDF X-1a** (2001) format with files and turn bleeds on when exporting to PDF if submitting ad with bleeds. **To ensure that crop marks are easily removed when placed in our template, please offset all crop marks by 0.25".**

**TIFF or EPS** files must be submitted with a resolution of at least 300 dpi, with CMYK color or grayscale 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. We are also obligated to alert the client if any graphic elements are under 300 dpi to ensure that (to ensure that) advertisements are displayed at their best quality.

## DISK FORMATS

CD-ROM, DVD-R single layered.

## EMAILED ADS

Email attachments less than 4 MB may be sent to Alison Kono, Sales & Marketing Coordinator at [alisonk@hawaiibusiness.com](mailto:alisonk@hawaiibusiness.com). 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 (if proof is needed).

## PRODUCTION SUBMISSION

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.

*Hawaii Business* 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.

## HAWAII BUSINESS MAGAZINE

1088 Bishop Street, Suite LL2  
Honolulu, HI 96813