



RETAIL FOOD AND BEVERAGE MAGAZINE

2009 ADVERTISING RATES/SPECS

Rates per Insertion

*Effective Oct. 1, 2008

Rates are based on total frequency of space units used within a one-year contract period.

SIZES	1x	2x	4x
FP BW	\$1428	\$1286	\$1108
4/C	2058	1853	1596
2/3 BW	1213	1092	940
4/C	1790	1612	1386
1/2 BW	1071	966	835
4/C	1543	1391	1255
1/3 BW	929	835	719
4/C	1349	1213	1045
1/4 BW	788	709	609
4/C	1102	992	856

Covers**

Back Cover	\$2803	2520	\$2174
Inside Front Cover	2520	2268	1953
Inside Back Cover	2231	2005	1727

* Plus state of Hawaii General Excise Tax

** Cover rates include 4-color, bleed and premium position charges.

Color Rates

Rates are for standard colors (i.e., cyan, magenta, yellow). Rates are available upon request for special colors (i.e., Pantone®/PMS colors, metallics, special mixes, etc.).

Fixed Position

10% premium on all fixed position requests.

Inserts

Preprinted inserts, or cards, are \$1428 per two-sided page or \$1071 per two-sided insert or card under half a page. These rates are in addition to artwork, inserting and postal costs, which are available on request.

Short Rates

Advertisers will be short-rated if, within a 12-month period, they do not use the number of insertions upon which their billing has been based.

Published four times

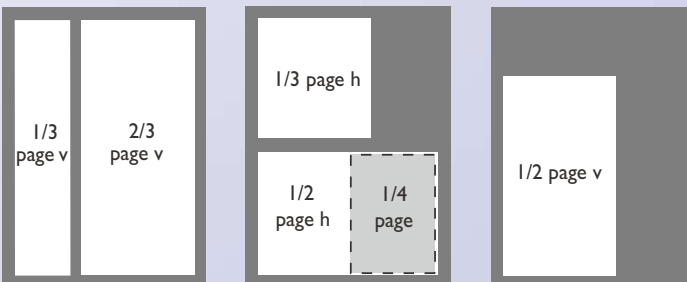
a year, the **Retail Food and**

Beverage magazine is the official publication of the Hawaii Food Industry Association (HFIA). It is distributed to more than 2,000 industry leaders, including:

- Retail buyers, store executives and managers, liquor store owners and independent retailer grocery stores;
- Suppliers of food & beverage products, including brokers, wholesalers, producers and farmers;
- Suppliers of media, transportation, equipment sales and service;
- HFIA members; and
- Retail Liquor Dealers Association members.

Features include food and beverage promotions, employee relations, legislative issues, new products and services, industry trends, finance, industry leader profiles and more. As a joint venture with the HFIA, **Retail Food and Beverage** magazine features reports from the HFIA chairman and president, as well as guest writers in each issue.

The June issue is the HFIA Convention Annual.



2009 Schedule

ISSUE	SALES CLOSE	AD MAT'LS DUE	ISSUE DATE
Spring	Jan. 16	Jan. 23	February
Summer	May 1	May 8	June
Fall	Aug. 7	Aug. 14	September
Winter	Oct. 30	Nov. 6	December

FOR MORE INFORMATION AND SPACE RESERVATIONS,
PHONE (808) 848.0711 • FAX (808) 847.8066 • TOLL FREE (800) 234.5619

Production Specifications

Retail Food and Beverage magazine is produced utilizing the latest in digital publishing technology. Finished publication-ready layouts can be accepted on CDs, DVDs, as e-mail attachments or uploads to our FTP site. Files must be Macintosh compatible. **We do not accept negatives or Microsoft Publisher files.**

The preferred file type is a 300-dpi PDF_x-1a, with all fonts and images embedded. Always include document bleed. If sending a PDF isn't possible, files must be Adobe InDesign CS 2 or 3, Adobe Illustrator CS 2 or 3, Adobe Photoshop CS 2 or 3, or QuarkXPress (v3.32-8). We also accept Freehand documents that are saved in EPS or PDF format. For all file types (except PDF), always include all native files, linked graphics and fonts (printer and screen) used.

Materials submitted for in-house ad production such as photographs, line art, and logos will reproduce best from original artwork (photographic prints or large, clean, line art veloxes). Inferior quality originals will require additional production time, incurring additional production charges and may not print to your satisfaction. Graphics that already exist as digital files can be accepted as Macintosh-compatible files. For more information on specifications or how to upload to our FTP site, please call our production department at **(808) 848-0711 ext. 114**, or e-mail art@tradepublishing.com.

Production Charges

Production charges may be assessed for such services as changes and corrections to existing advertisements, design, layout, illustration, scanning, photo composition, photo retouching and other required work. The rate for this work is \$65 per hour.

Mechanical Requirements	
SIZES	WIDTH × DEPTH
Trim	8-1/8" × 10-7/8"
Full-Page Bleed	8-3/8" × 11-1/8"
Full-Page	7" × 10"
2/3 Page	4-5/8" × 10"
1/2 Page (V)	4-5/8" × 7-3/8"
1/2 Page (H)	7" × 4-15/16"
1/3 Page (V)	2-1/4" × 10"
1/3 Page (H)	4-5/8" × 4-15/16"
1/4 Page (V)	3-7/16" × 4-15/16"

Bleed

Trim size of page is 8-1/8" × 10-7/8". Allow 1/8 inch on all outside margins which are to bleed. For double-truck bleed, please consult our prepress department.

Special Production Requests

For information on overruns, inserts, crossovers, double-trucks, etc., please contact account manager.

Publisher's Copy Protective Clause

All typographic rights reserved. Publisher reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect Trade Publishing Company from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design or words protected by copyright, registered trademark, label, etc. in connection with advertising appearing in **Retail Food and Beverage** magazine.

Agency Commission

15% of gross billing allowed to recognized advertising agencies on display advertising, colors and bleed when payment is made within 30 days of invoice date (date of issue). No commission or cash discounts are allowed on production charges.

Cash Discount & Service Charge

2% cash discount — 10 days from the date of invoice, net 30 days. A service charge of 1.5% per month will be charged on all overdue accounts. Payment is due 30 days from date of invoice.

Electronic Publishers

bidservicedaily.com	generationshawaii.com
buildingindustryhawaii.com	hawaiihospitalityonline.com
buildingmanagementhawaii.com	viphawaii.com

Print Publishers

BIDService Weekly	Hawaii Hospitality
Building Industry	Retail Food & Beverage
Building Management Hawaii	Hawaii Transportation Association
Construction Industry Guide	Pacific Paddler
Construction Preview	Principles & Practices of
Generations Hawaii	Hawaiian Real Estate
Hawaii Building Products Directory	Retail Food & Beverage

HFIA Personnel

Publisher & Editor	Richard C. Botti
Assistant Editor	Paula Aono

Trade Publishing Personnel

President	Carl "Kini Popo" Hebenstreit
Creative Director	Lee Schaller
Advertising Sales	Faith Freitas
	Steve Nikkola
	Charlene Gray
Production Manager	Blanche Pestana
Art Director	Susan Whitney
Graphic Designers	Steven Fox
	Ursula Silva
	Kim Martin
Press Manager	Abe Popa
Webmaster	Justin Patterson