

“For your best ADVERTISING response, give us your best coupon offer”

FREE Coupon Book

Aloha to all **FREE Coupon Book** customers! FCB is entering a new phase of production with a more simplified method of design, advertising and proofing to better service our mutual needs. Please read carefully the following instructions and if you still have any questions, e-mail artdepartment@kauairomance.com with your questions and/or concerns. We will address any issues regarding design/graphic production via email. **FCB** will not be responsible for typing mistakes, changes to ads, or missing elements of ANY ADVERTISEMENT. All ads must be accompanied by a color proof supplied by the client. Signed proofs are final. Please contact the publisher for information on final deadlines.

ADVERTISING SPECIFICATIONS

All ads must be submitted at 300 dpi resolution preferably In ADOBE PDF format CMYK.

Please no printing/press markings, crop markings or calibration bars.

Ads submitted with the aforementioned markings will have a \$50.00 fee handling charge.

All ads must state in the coupon area, **Bring this coupon in for your discount. Coupon Expires ??-??-?? HCB** (Hawaii Coupon Book) or **KCB** (Kauai Coupon Book) must be somewhere in the coupon area.

We do accept ADOBE INDESIGN files.

ALL info, crop and registration marks, plus color bars MUST be set @ .25" outside trim area

FCB DOES NOT ACCEPT QUARK FILES. FCB will RETURN all advertising submitted in QUARK form.

WE DO NOT ACCEPT ads with client website extension, for tracking purposes.

Example: <http://www.kauaiocseancharters.com/kauai-coupon> (<extension in blue)

ADVERTISING SIZES ARE STRICT. PLEASE USE THE DIMENSIONS BELOW (INCHES) W= Width H= Height

- TWO PAGE SPREAD W= 10.25 inches X H= 7.25 inches
- TWO PAGE SPREAD W/ BLEED W= 11.25 inches X H=8 inches (Ad copy Area W= 10.25 inches X H= 7.25 inches)
- FULL PAGE AD W= 4.875 inches X H= 7.25 inches
- FULL PAGE AD W/ BLEED W= 5.875 inches X H= 8 inches (Ad copy Area W= 5 inches X H= 7.25 inches)
- HALF PAGE HORIZONTAL W= 4.875 inches X H= 3.5 inches
- MAP PAGE VERTICAL AD W= 1.875 inches X H= 4.25 inches (Ad height may vary each issue-check with Sales Manager)

Full page and Double page spread ads BLEED on sides and bottom only.

Full page live area: W 4.625 inches X H 7.25 inches (Ad copy area)

Magazine trim area: W 5.375 inches X H 8.375 inches

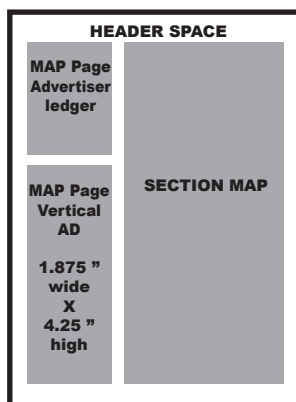
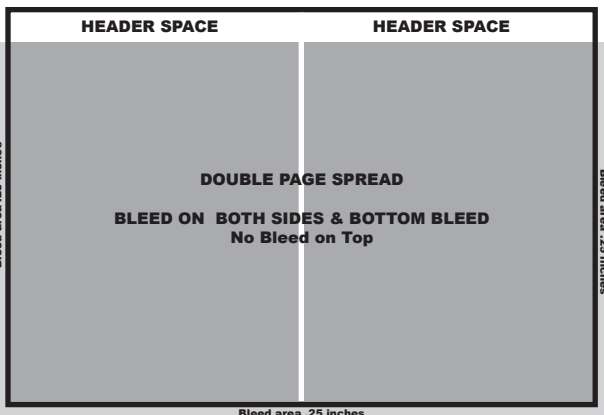
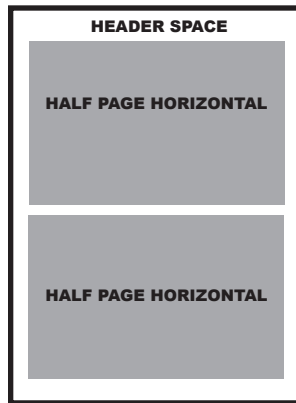
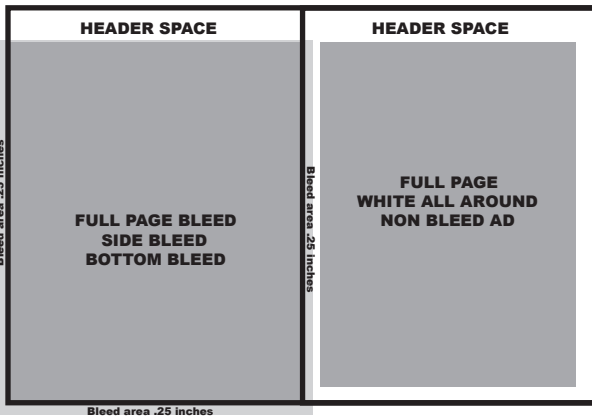
Full page bleed area: W 5.875 inches X H 8 inches (bleed is on sides & bottom)

SIDES & BOTTOM BLEED IS: 0.25 (1/4) inch

FREE Coupon Book ad design pricing (starting at)

\$100 for a half page • \$175 for a full page • \$250 for 2 page spread

Includes 3 proofs/changes, any and all changes after three proofs are charged at \$40.00 per hour.



NEW Spec Request

All large BLACK areas and backgrounds in ads must be convert from 100% black to a Rich Black using the following printer specs:

Cyan ink/color: C=60%

Magenta ink/color: M=30%

Yellow ink/color: Y=30%

Black ink/color: B=100%

Contact Information

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Big Island Sales Manager

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Kauai Sales Manager

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Mike Miller: Publisher - Kauai

(808) 822-9596

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E-mail: mike@kauairomance.com

TECHNICAL QUESTIONS:

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