

Hawaii Pacific University Newspaper Advertising Rates and Prices

Rates are based on \$11 dollars per column inch (1.513" x 1") and 8,000 circulation.

Note: All ads are R.O.P.

Ad Size	Orientation	Dimensions	Column Inches	Inches	Price
2-pg Spread	---	12 col x 10"	120	20" x 10"	\$1,320.00
Full Page	---	6 col x 10"	60	9.7" x 10"	\$660.00
1/2 Page	Vertical	3 col x 10"	30	4.787 x 10"	\$330.00
1/2 Page	Horizontal	6 col x 5"	30	9.7" x 5"	\$330.00
1/3 Page	Vertical	2 col x 10"	20	3.150 x 10"	\$220.00
1/4 Page	---	3 col x 5"	15	4.787 x 5"	\$165.00
1/6 Page	Vertical	2 col x 5"	10	3.150 x 5"	\$110.00
1/8 Page	---	3 col x 2.5"	7.5	4.787 x 2.5"	\$82.50
1/12 Page	---	1 col x 5"	5	1.513 x 5"	\$55.00
1/24 Page	---	1 col x 2.5"	2.5	1.513 x 2.5"	\$27.50

Column width:	1 Column	-	1.513"	4 Columns	-	6.425"
	2 Columns	-	3.150"	5 Columns	-	8.062"
	3 Columns	-	4.787"	6 Columns	-	9.7"

All ads are due camera ready, by e-mail in PDF or Photoshop one week before publication.
Space reservations are due two weeks before publication.

OTHER SERVICES:

Typesetting / Graphic Design:	\$25/hour
Proofs / Corrections:	No charge for the first proof All additional proofs \$5 each
Color Costs:	All ads are printed in full color.

DISCOUNTS:

Frequency	10% for three to seven issues, 20% for eight or more issues
Agency	15% commission to recognized advertising agencies
Coupons	10% discount for coupons offering discounts to HPU students (Only one discount may be applied towards your contract.)