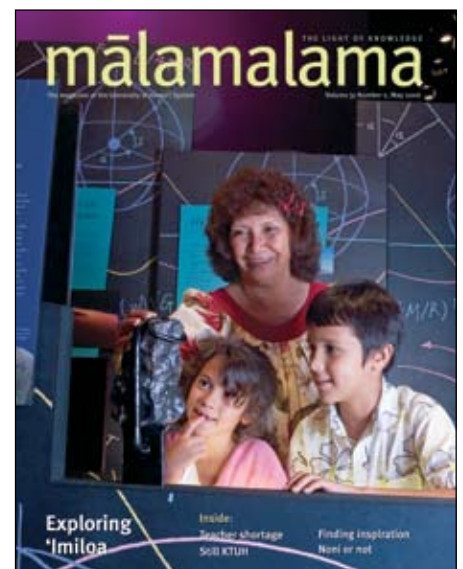
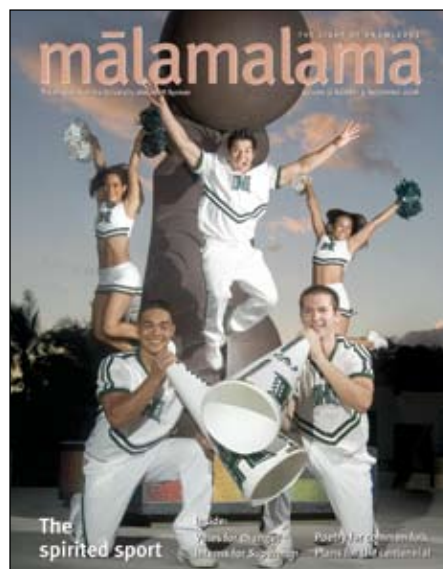


Why advertise in **Mālamalama?**

The magazine of the University of Hawai'i System

Hawaiian for "the light of knowledge" or "enlightenment," *Mālamalama* magazine continues a 32-year tradition as the voice of the University of Hawai'i System. Our readers have an affinity for the university and our community.

Mālamalama reaches alumni of every UH campus, as well as affluent donors who support the university's mission. Additional copies are used in fundraising and recruiting efforts.



QUALITY

Mālamalama is an award-winning, full-color publication with high editorial and design standards.

VALUE

As one of the most widely circulated local publications, *Mālamalama* offers very competitive cost-per-thousand rates.

We publish:

three times per year (Jan, May, Sept)

36 full-color pages (features, news, alumni notes, useful information)

We circulate to:

170,000 households
Local consumers (70% of our alumni live in Hawai'i)

Our readers are:

College graduates
12% age 20-29
56% age 30-54
31% age 55+

Contact:

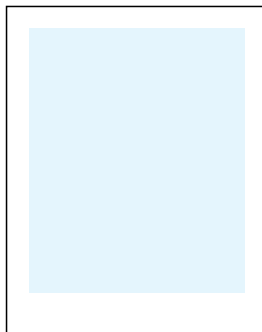
Cheryl Ernst
ernst@hawaii.edu
ph: (808) 956-5941
fax: (808) 956-3441

Mālamalama
University of Hawai'i
1627 Bachman Place
Bachman Annex 2
Honolulu, HI 96822

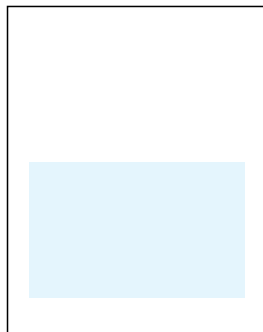
www.hawaii.edu/malamalama

Mālamalama Display Advertising

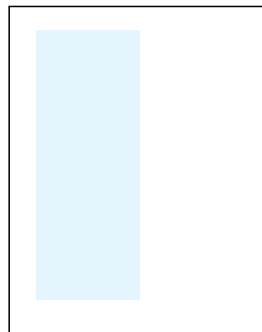
	SIZE	1x RATE
Back Cover	7.4 x 7.9 in.	\$ 5,000
Inside Covers	8.4 x 10.9 in.	\$ 4,000
Full Page	6.9 x 9.4 in.	\$ 3,600
Half page-horiz.	6.9 x 4.7 in.	\$ 1,800
Half page-vert.	3.3 x 9.4 in.	\$ 1,800
Quarter page	3.3 x 4.7 in.	\$ 900
One-third page	(1) 2.2 x 9.4 in. (2) 6.9 x 3 in.	\$ 1,200 \$ 1,200
Bottom banner	6.9 in. wide	\$ 400 per col. in.
Display (2-col.)	3.3 in. wide	\$ 200 per col. inch
Display (3-col.)	2.2 in. wide	\$ 135 per col. inch



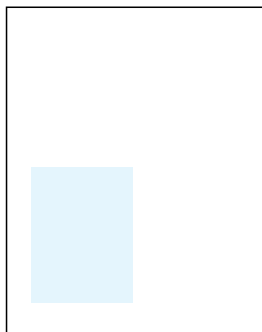
Full page



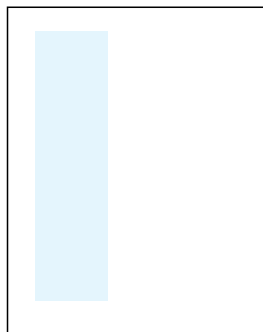
Half page-horizontal



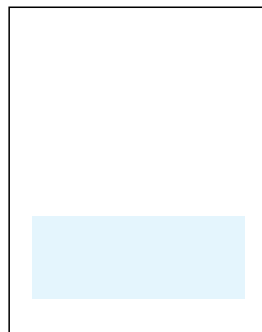
Half page-vertical



Quarter page



One-third page (1)



One-third page (2)

DISCOUNTS

Multiple insertion (2 issues or more)—less 10%
 Alumni owned/managed business—less 10%
 KITV UH ad sponsors—less 10%

ADDED VALUE

Four-color available for all advertisements, no extra charge
 Bleeds available on inside front and back covers, no extra charge

QUALIFICATIONS

Due to postal regulations for non-profit mailing, *Mālamalama* is unable to accept advertising for travel, insurance or bankcards.

Advertisements are not accepted that directly encourage the use of tobacco or alcohol, advocate religious or political issues or candidates or promote purveyors of adult entertainment.

All advertisements are subject to approval.

PRODUCTION SPECIFICATIONS

Ad format: Print quality PDF.

Photos must be submitted at 300 dpi at actual size.

Disk formats: Macintosh formatted CD-ROM

Proofs: All ads must be supplied with a color proof that is approved by the client.

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 University of Hawai'i
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