

2012 Business Advertising

MĀLAMA LIO



THE HAWAII HORSE JOURNAL

Target your advertising with a unique quarterly publication that reaches the Hawai'i horse community—for all horse people, with all breeds, on all islands.

2012 Advertising: Includes both ONLINE and PRINT!

DISPLAY ADS	1 issue	2 issues 10% discount	4 Issues (1 year) 15% discount	
1/8 page (biz card) horiz or vert (2.375" x 3.625")	\$50.00	\$45.00	\$42.50	per issue
1/4 page vert (3.625" x 4.375")	85.00	76.50	72.25	per issue
1/2 page (7.5" x 4.375" horiz or 3.625" x 10" vert)	140.00	126.00	119.00	per issue
Full page (7.5" x 10")	250.00	225.00	212.50	per issue
*Cover photo plus inside story	200.00			

CLASSIFIED -25 words plus contact info for \$25 per issue, \$10 extra for photo; 10% discount for 2 or more issues. Form on back. PLEASE ADD 4% Hawaii GET to all advertising payments.

For COLOR and special placement (inside front cover, back cover, inside back cover) - add \$10.00 per issue

*Cover photo includes companion article and additional pictures

***Prices include both print and online publication, PLUS your listing in the business directories, PLUS a link to your website if applicable. The online PDF displays the FULL PUBLICATION in color. The printed publication displays front, back and inside covers in color; all other interior pages are printed in black & white.**

Format: Camera-ready, high-res (300 dpi preferred), color or B&W, no bleeds. Electronic files can be sent as PDF, JPG, EPS, or TIF. (Need help designing your ad? WE'LL WORK WITH YOU!)

All prices include a FREE Business Directory listing, in print and on the website—see the back of this form.

If you are purchasing a display ad, please circle the size and frequency above, AND complete the section below for your Business Directory listing. All info must be received by the **DEADLINE: December 15 (Winter), March 15 (Spring), June 15 (Summer), or September 15 (Fall).**

1. Mail the info and ad to the address below, with credit card info or a check made out to **Mālama Lio**.
2. Or, send your ad and info by e-mail, and we'll email you an invoice. **PLEASE ADD 4% Hawaii GET.**

For which issue(s)? Winter/Jan Spring/April Summer/July Fall/October

Total: \$ _____ (include 4% HI GET) Payment method: Check enclosed VISA MasterCard

For credit card payments, please call 626.319.2443 or mail in the following form.

Credit card # _____ Exp. ____ / ____

Signature _____

Name as it appears on the card: _____ Phone: _____

Billing Address: _____

Malama Lio P.O. Box 91984 Pasadena, CA 91109 626.319.2443
editor@malama-lio.com sales@malama-lio.com

If you're purchasing a display ad, be sure to complete your Business Directory or Classified Ad info below. We'll add this to our Business Directory, in print and on the website.

Your entry in our business directory is included FREE with every display ad. Be sure to complete this section clearly so we can publish your information accurately.

Category: _____ Name: _____ Island _____

Address: _____ Phone: _____

Description (up to 10 words): _____

Additional contact information (email, website, fax) _____

Classified Ads

Include your classified information below, OR attach a separate sheet with the information typed or printed clearly. Twenty-five words for \$25, add a picture for \$10 more. **PLEASE ADD 4% Hawaii GET to all advertising payments.**

Category: _____ Name: _____ Island _____

Address: _____ Phone: _____

Description (up to 10 words): _____

Additional contact information (email, website, fax) _____