

# 2013 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.

2013 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 black & white; all other interior pages are also 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) \_\_\_\_\_