

# Advertise with Us!



## Fil-Am Voice

Magkaisa Tayong Lahat | “Let Us All Unite”

### Grow with us

Are you looking for an opportunity to expand your market?

The *Fil-Am Voice* is Maui's only Filipino newspaper with a print edition and an online presence.

The *Fil-Am Voice* was launched in January 2017 and is published monthly. *Fil-Am Voice* is distributed free at almost a hundred locations on Maui. The print edition is available during the middle of the month and a week later, digital copies are available online.

### Reach the growing Filipino market

The Filipino community is growing by leaps and bounds. According to the 2010 Census, Filipinos and part-Filipinos now make up the second largest ethnic group in Hawai'i. Since 2000, Hawai'i's Filipino community

has grown by 24.1%  
and with an  
estimated

number of 4,000 immigrating each year, the Filipino community will continue to grow.

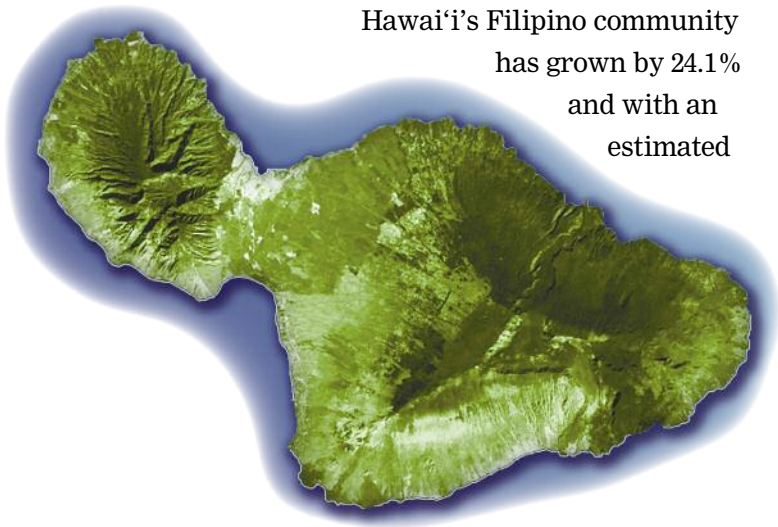
### Support the Filipino community

The *Fil-Am Voice* aspires to uplift Hawai'i's Filipino community while documenting and supporting its social progress, cultural celebrations, political empowerment, and business successes.

By advertising in the *Fil-Am Voice*, you will showcase your community connections and impress upon your consumers and employees that your company is also dedicated to the continued advancement of the Filipino community.

### About the Fil-Am Voice

Started by a small group of concerned community-minded citizens, the *Fil-Am Voice* features newsworthy articles, community news and events, and regular columns covering business, culture, education, food, government, health, and youth.





This Advertising Agreement is between the Fil-Am Voice, Inc. and

\_\_\_\_\_  
Company

\_\_\_\_\_  \_\_\_\_\_  
Authorized Representative / Title Agency

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Country \_\_\_\_\_

Contact/Title \_\_\_\_\_ Cel \_\_\_\_\_ Email \_\_\_\_\_

*Fil-Am Voice Account # (office use)* \_\_\_\_\_

Fil-Am Voice, Inc. agrees to furnish advertising during period / issue dates as follows:

Full  Half  Qtr  BC

Ad Description / Size(s) \_\_\_\_\_

Rate\* / Ad cost description \_\_\_\_\_ Ad price per issue [4.166% Hawai'i State General Exise Tax is included to cost of ad(s)] \_\_\_\_\_

Special Instructions

Client will supply camera-ready PDF  Ad needs design (contact Studio Creative Associates) | \$125FP, \$100HP, \$75QP  
(808) 250-5330 or email mauidzyn@hawaii.rr.com to contact the Art Director

- Ads will be billed retroactively at the current one-time rate if this agreement is canceled by either party.
- Non performance of agreement terms is cause for cancellation.

See "Advertisement Rates & Sizes" sheet • See "Ad Production Requirements" sheet for details

### Payment Policy

Write check to: **Fil-Am Voice, Inc.**

Along with this form, **mail to: Fil-Am Voice, 24 Central Avenue, Wailuku, Hawai'i 96793**

Deadline for entry: **Checks along with this sheet filled out must be received by the 26th of the month prior to publication.**

**General Policy:** Advertiser and advertising agency will indemnify and hold harmless Fil-Am Voice, Inc., its officers, directors, shareholders, agents, employees and contractors ["Publisher"], for all contents supplied to Publisher, including text, representations and illustrations of advertisements printed, and for any claims arising from contents including, but not limited to, defamation, invasion of privacy, copyright infringement, plagiarism, fraudulent claims, and in the case of a pre-printed insert, deficient postage. **1. Cancellations:** Publisher has the right to reject or cancel any advertisements at any time. Cancellations will not be accepted by the Publisher after deadline. **2. Publisher's Release:** Publisher is not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions on Publisher's rate card of policies. **3. Guaranteed Position:** Guaranteed position requests are offered for an additional \$100, does not include "Prime Placement," is subject to availability and Fil-Am Voice, Inc.'s paid position terms. **4. No Brokered Advertising:** Publisher does not accept brokered advertising. Advertisers shall use ad space for their own display purposes and shall not sublet or broker advertising space to others. **5. Publisher's Liability for Error:** When advertising copy is submitted it will be correct and no responsibility will be assumed by the Publisher beyond the original copy. Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. Publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

Ad Executive \_\_\_\_\_

Date \_\_\_\_\_

Signature of Authorized Representative \_\_\_\_\_

Title \_\_\_\_\_



**Advertising Options**

1. Rate Plans

- **Basic Rate** applies to one-time, different size and/or custom frequency
- **Half Year Rate** applies to 6 issues—same size and orientation
- **Annual Rate** applies to 12 issues—same size and orientation

2. Size and orientation (vertical or horizontal)

See below for details.

3. Full Color

**Distribution**

**Fil-Am Voice** Over 5,000 free copies distributed at 100 distribution sites, plus an e-Edition is available on our Website. Go to [www.filamvoicemaui.com](http://www.filamvoicemaui.com)

4.166% G.E.T. included to published prices below.

**Note: Payment for full term of contract must be paid in full in advance of ad run**

| Ad Size                                    | Basic 1x   | Half Year 6x | Annual 12x  |
|--|------------|--------------|-------------|
| Full Page                                  | \$1,195.83 | \$7,174.95   | \$14,349.91 |
| Half Page                                  | \$633.33   | \$3,799.98   | \$8,233.28  |
| Qtr Page                                   | \$343.23   | \$2,059.36   | \$4,118.72  |
| <hr style="border-top: 1px dashed #000;"/> |            |              |             |
| Business Card                              | \$78.12    | \$468.75     | \$937.49    |

**Ad Specials & Size Options**

We sometimes run ad specials that are off-book or we can create a custom-sized ad for you. Talk to our Account Executive for special sizes and prices. Call (808) 385-5279

**Space Reservation Deadline**

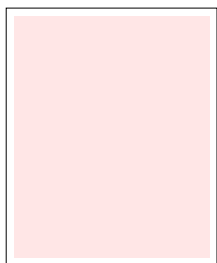
Noon, the 26th day of the month prior to publication

**Ad Placement Fee**

\$100 positioning fee to guarantee specific location with respect to layout and design strictures.

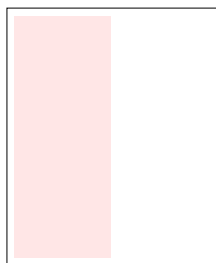
**Standard Ad Size Dimensions**

**Full Pg**



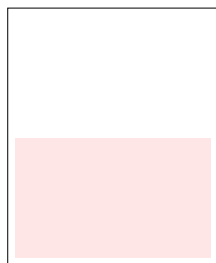
9.25" (4 Cols) x 14.75"

**1/2 Pg Vertical**



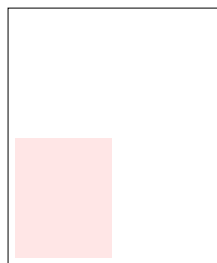
4.562" (2 Cols) x 14.75"

**1/2 Pg Horizontal**



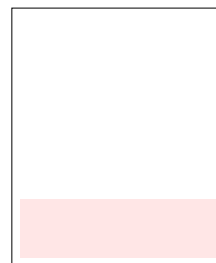
9.25" (4 Cols) x 7.312"

**1/4 Pg Vertical**



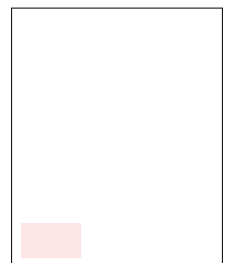
4.562" (2 Cols) x 7.312"

**1/4 Pg Horizontal**



9.25" (4 Cols) x 3.594"

**Business Card**



3" x 1.714"

## 2018 Ad Production Requirements

### Ad Material Deadlines

**Camera ready and electronically submitted ads** at noon, the 30th day on the month prior to publication.

### Ads that require production

Copy, logos and photos are due at noon on 26th day of the month prior to publication. Issues produced during some holidays may have an earlier deadline.

### Ad proof response time

You may email or call with changes (to ad proofs) before Wednesday noon two weeks prior to publication. All holiday deadlines are one day earlier.

### Scanning Specifications

- Original graphics, artwork and photographs submitted for scanning must be continuous tone images. Printed halftones and other second generation printed material (i.e. from a color printer) will not be accepted.
- Unless otherwise requested, materials submitted for scanning become the property of the *Fil-Am Voice Inc.*

### Ads Submitted Electronically

The *Fil-Am Voice* uses Macintosh-based operating systems.

- Submit ads built using only the following programs on disk or sent via email:

QuarkXPress - up to version 2016

Adobe InDesign - up to CS6

Adobe Illustrator - up to CS6

Adobe Photoshop - up to CS6

- Images must be a minimum of 300 pixels per inch (ppi), and saved as a tagged image file format (tif).
- 600 ppi black-and-white bitmapped images are saved as a "tif" file are preferred—300 ppi are acceptable, but may not produce "clean edges."
- Include all fonts used. Windows or PC platform fonts will be replaced with similar Macintosh fonts.

### PDF Submissions

PDFs (portable document files) are preferred for submissions and will be accepted only if the ad is built in accordance with our standard size, or our column-inch size specifications.

When submitting a PDF file:

- All type intended to be black must be correctly specified (as black only) in your color definitions;
- All raster images used in your document must be first saved as a tif file;
- Raster images used must not be in "jpeg" or "jpg" format;
- Raster images used must be at

least 300 dots-per-inch when used at its final size;

- Raster images used intended for color printing must be separated into CMYK colors, *not* RGB colors;
- Raster images used must be 8-bit whether they are black and white or color;
- All type fonts must be embedded.

### Fonts

There are no guarantees of font compatibility between your approved proof and your printed ad.

### Ad Production Rates

- Full Page - \$125
- Half Page - \$100
- Quarter Page - \$75
- Beyond 2nd proof. \$20/proof
- Ads requiring extensive graphic production (beyond normal typesetting and design) are subject to additional charges at current graphic design rates.

### Cancellations

Ad cancellations must be submitted in writing (email) and received by *Fil-Am Voice, Inc.* by noon on Thursday two weeks prior to publication.

If you have any questions regarding the Ad Production Requirements, please contact the Art Director at (808) 250-5330 or email [mauidzyn@hawaii.rr.com](mailto:mauidzyn@hawaii.rr.com)



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