

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

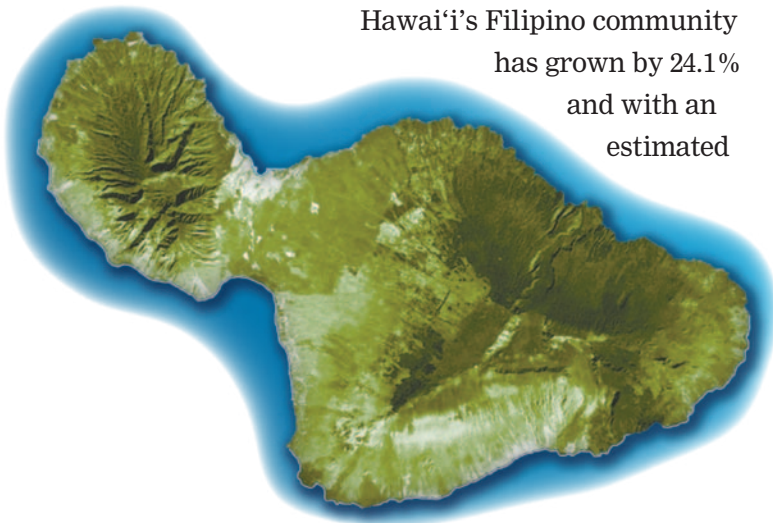
The *Fil-Am Voice* aspires to uplift Hawai‘i’s Filipino community while documenting and supporting its social progress, cultural celebrations, political empowerment, and business successes.

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

<input type="checkbox"/> Company		
<input type="checkbox"/> Authorized Representative / Title	<input type="checkbox"/> 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: **Space reservation must be made by the 30th day of the month prior to publication at Noon. Your payment along with this sheet filled out must be received by the 2nd day of the same month of publication at Noon. All ads must be prepaid.**

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. No responsibility will be assumed by the Publisher for unreadability of printed type as outlined in our "Ad Production Requirements" under 'Print Liability Waiver' header. 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

Fil-Am Voice

Fil-Am Voice Ad Agreement- 01.18.2022



Fil-Am Voice
Magkaisa Tayong Lahat | "Let Us All Unite"

Alfredo G. Evangelista · Assistant Editor
Call (808) 242-8100
Email info@filamvoicemaui.com

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 Approximately 5,000 free copies distributed at about 100 distribution sites, plus an e-Edition is available on our Website (www.filamvoicemaui.com) and on our Facebook page (www.facebook.com/FilAmVoiceMaui).

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) 242-8100.

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	\$1,200	\$7,200	\$14,400
Half Page	\$650	\$3,900	\$7,800
Qtr Page	\$350	\$2,100	\$4,200
12th Page	\$100	\$600	\$1,200

Space Reservation Deadline

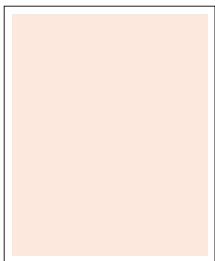
Noon, the 30th day of the month *prior* to publication with a camera ready ad and payment due at Noon on the 2nd day of the month of publication.

Ad Placement Fee

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

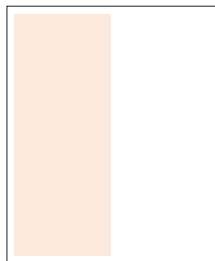
Standard Ad Size Dimensions

Full Pg



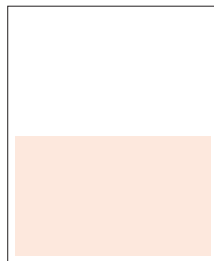
9.25" (4 Cols) x 14.75"

1/2 Pg Vertical



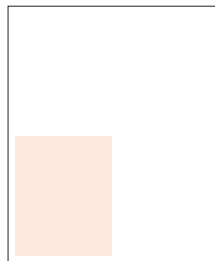
4.562" (2 Cols) x 14.75"

1/2 Pg Horizontal



9.25" (4 Cols) x 7.312"

1/4 Pg Vertical



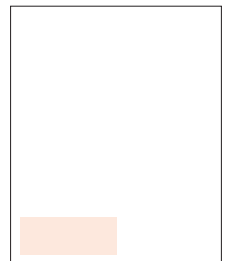
4.562" (2 Cols) x 7.312"

1/4 Pg Horizontal



9.25" (4 Cols) x 3.594"

1/12 Pg Horizontal



4.562" (2 Cols) x 2.354"

Fil-Am Voice

2022 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 2018
 - 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.

Print Liability Waiver

Perfect printed resolution of your ad cannot be guaranteed due to the nature of the newsprint substrate upon which the ink is printed, and four-plate printing (in four corresponding colors) technical aspects that cannot be controlled with absolute precision. For example, newsprint paper is subject to stretch—expansion and contraction—depending on the temperature and moisture in the air at presstime. Therefore, small type (11-point or smaller, especially book or thin font styles) of "built color" (i.e. more than one individual plated color), or small white type used on a background of built color has a tendency of losing its crispness, and is rendered unreadable.

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 graphics@filamvoicemaui.com



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