

Hana Hou!

THE MAGAZINE OF HAWAIIAN AIRLINES

2021
RATE CARD



The Most Effective Consumer Magazine in Hawai'i

Hana Hou! systemwide Edition

Advertising Rates (Per Issue)

	1x	3x	5x
Full page	\$8,200	\$8,000	\$7,700
2/3 page	6,350	6,100	5,800
1/2 page	5,150	5,000	4,800
1/3 page	3,500	3,350	3,200
1/6 page	1,950	1,900	1,800

Premium Positions

Inside front cover	\$10,300	\$9,750	\$9,250
Inside back cover	9,900	9,500	8,900
Back cover	11,000	10,600	10,000
1/2-page spread	8,200	8,000	7,700
2-page spread	15,900	15,450	15,000

Rates subject to Hawai'i state sales tax

Print Deadlines

Issue	Space Closing	Materials Due
January / February / March	October 30	November 6
April / May / June	January 29	February 5
July / August	April 30	May 7
September / October	June 25	July 2
November / December	August 27	September 3

Advertising Space Dimensions (w × h)

Advertising Space	Ad Size	Bleed Size
Double spread (bleed)	432 × 276	438 × 282
1/2 page spread	432 × 138	438 × 141
Full page	216 × 276	222 × 282
2/3 page	121 × 252	
1/2 page vertical	121 × 188	
1/3 page horizontal	121 × 124	
1/3 page vertical	58 × 252	
1/6 page horizontal	121 × 60	
1/6 page vertical	58 × 124	

All sizes in millimeters

Bleed ads accepted at no additional charge.

Rates agency commissionable to recognized advertising agencies.

Rates subject to Hawai'i state sales tax.

All advertising subject to Publisher's approval.

Mechanical Requirements

Printing Process:

Three-column format, Web press, 50# glossy text, perfect bound, trim size 216 × 276 MM.

Production Specifications

Materials provided on disc:

Minimum 300 dpi. Include all required fonts, art and image files, color proof or copy of printed ad.

Accepted File Formats:

Acrobat PDF/x-1A (preferred)
InDesign CS
Illustrator 9.0 or higher

Graphic Formats:

EPS, TIFF
Photoshop TIFF or EPS files
minimum 300 dpi at actual size
used, images flattened and saved
with no compression

Acceptable Storage Formats:

CD-ROM, DVD
Please note: Color accuracy cannot
be guaranteed without a press proof.

FTP Instructions:

Host: hanahou.us
User ID: adftp2
Password: adpassword2
Please email your sales manager
or materials@hanahou.com with
ad name after uploading any files.

For further information on Hawaiian Airlines' inflight marketing program, please contact:

Hana Hou!

1144 10th Avenue, Suite 401
Honolulu, HI 96816
Telephone: 808-733-3343
Fax: 808-733-3340
Email: adsales@hanahou.com

IT IS UNDERSTOOD that the above rates are for advertising to appear in Hana Hou! magazine. Ads will be billed on publication date with payment due within 30 days. We require written notice of cancellation of any advertising contract 30 days prior to space closing date for the next scheduled issue. In the event of cancellation, advertiser must remit any frequency discount received on previously billed ads. Inserts and ads with clip-out coupons cannot be accepted for publication. All advertising subject to Publisher's approval.