

Rates & Sizes

SINGLE INSERTION

Full page.....	4.625" x 7.75".....	\$3,483
Full Page Coupon (one side).....	4.625" x 7.75".....	2,143
1/2 Page Horizontal.....	4.625" x 3.625".....	1,942
1/2 Page Horizontal Coupon (one side).....	4.625" x 3.625".....	1,071
1/4 Page Vertical.....	2.25" x 3.625".....	1,071
1/4 Page Horizontal Coupon (one side).....	4.625" x 1.875".....	609

*Ad includes a hyper-link to the client's website from the Hawaii Military Guide website.

TERMS

10% discount for two time insertion
50% deposit; 50% upon publication

DEADLINES

Spring 2012 edition - Space: Dec 1st; Art: Dec 15th
Fall 2012 edition - Space: Jun 1st; Art: Jun 15th

Specifications

Production.....	Apple Macintosh Network
Trim Size.....	5.25" x 8.25"
Bleed Size.....	5.5" x 8.5"
Live area.....	4.625" x 7.75"
Line Screen.....	133 lpi
Color Ads.....	Mac files including Quark, Freeband, Illustrator & Photoshop. Call or email for electronic specifications.

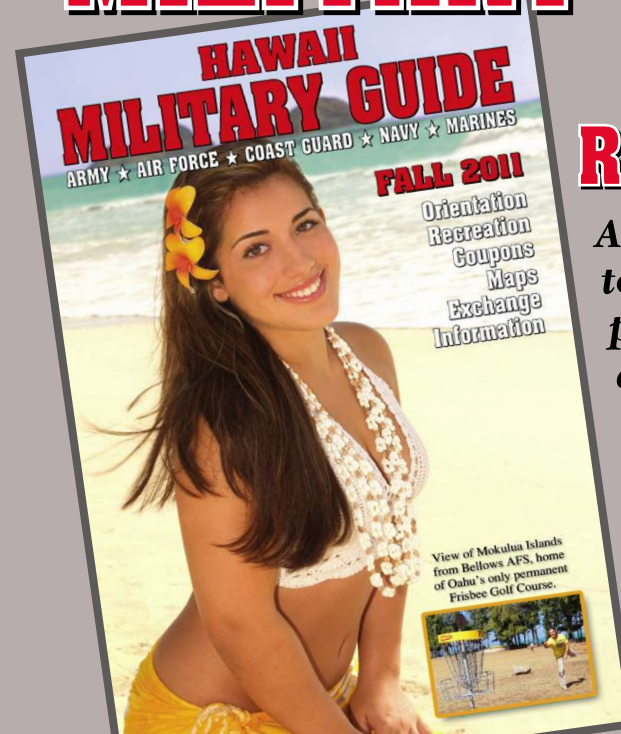
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Hawaii Military Guide

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HAWAII MILITARY GUIDE

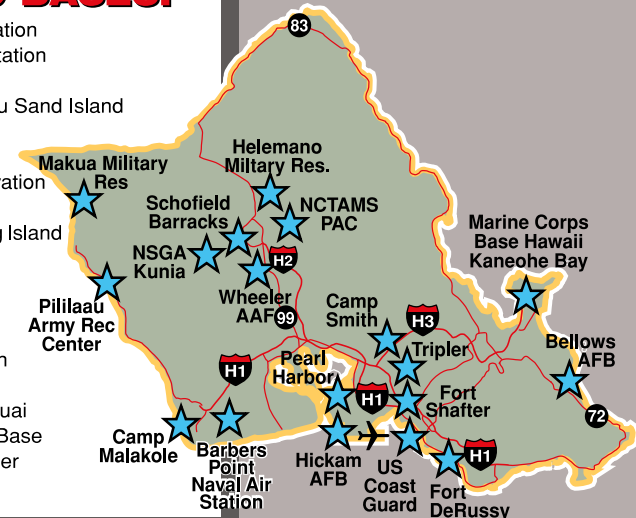


2012 RATE CARD

A complete guide to military privileges and benefits in Hawaii — Exchange Info Maps, Shopping Dining, MWR Orientation Recreation Coupons

PROFILES 19 BASES:

- 1 Aliamanu Military Reservation
- 2 Barbers Point Naval Air Station
- 3 Bellows Air Force Station
- 4 Coast Guard ISC Honolulu Sand Island
- 5 Fort DeRussy
- 6 Fort Shafter Army Post
- 7 Helemano Military Reservation
- 8 Hickam Air Force Base
- 9 Kilauea Military Camp—Big Island
- 10 MCBH—Camp Smith
- 11 MCBH—Kaneohe Bay
- 12 NCTAMS PAC
- 13 NSGA Kunia
- 14 Pearl Harbor Naval Station
- 15 Piliilau Army Rec Center
- 16 PMRF Barking Sands—Kauai
- 17 Schofield Barracks Army Base
- 18 Tripler Army Medical Center
- 19 Wheeler Army Air Field



The Mission

HAWAII MILITARY GUIDE ORIENTS HAWAII'S MILITARY COMMUNITY TO THE PRIVILEGES AND BENEFITS AVAILABLE.

In an area like Hawaii, which has a vast military population and many bases, there is a need to orient the military community to the privileges and benefits available to them not only at their assigned duty stations, but also at the surrounding bases.

*In Hawaii, the need is filled by the **Hawaii Military Guide**, which is arranged in a useful, easy-to-understand format that *provides essential information to military newcomers, resident active-duty personnel, reserves, retirees, DOD employees and their families.**

Information in the Guide includes:

- *General Orientation section with essentials like housing and TLA, Transportation, health care, MWR, education, employment*
- *Detailed maps of Oahu, Downtown Honolulu, Waikiki, Airport, Aiea/Pearl City, Waipahu, Kailua/Kaneohe, Mililani/Wahiawa and North Shore*
- *Individual military base maps*
- *Valuable base information including checking in, property shipping, vehicles, medical, dining, recreation, exchange facilities (includes locations, phone numbers and hours of operation)*
- *Profile of off-base dining, nightlife recreation, entertainment, shopping*
- *Special discount coupons for retail, services, dining and activities*
- *Website that hyperlinks readers to our advertisers website*

Hawaii Military Guide

CHECK OUT OUR

ACCOMPLISHMENTS

- Our 27-year track record means consistent performance.
- 96% ad-renewal rate signifies advertiser satisfaction.
- Coupon redemption exceeding 20,000 for some accounts.

DISTRIBUTION STRATEGY

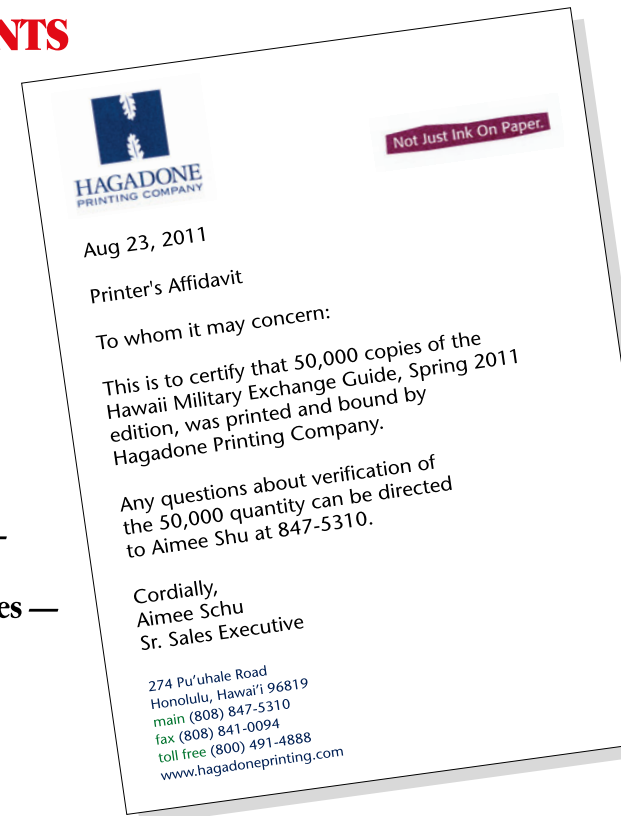
Reaches all the military — new arrivals, spouses, reserve, guard, and retirees — with a guaranteed 50,000 circulation through 138 distribution points at all 19 military areas in Hawaii.

EDITORIAL STRATEGY

- Convenient format with easy-to-use maps and listings.
- Comprehensive guide to military privileges and benefits.
- Updated twice a year.

CLIENT SATISFACTION STRATEGY—VALUE

A quarter-page coupon costs only \$609, which means you get 50,000 coupons distributed for a little over 1¢ each. Ad production is included at no extra charge.



PROOF

At Hawaii Military Guide, we walk the talk. You are invited to take a base tour with us to experience what's really going on. If you can hear the comments of our readers and distributors, you will feel the marketing power of the Guide.

Charles H. Harrington
Publisher



Want More Results?
CAST A WIDER NET

More...
 Copies Printed
 Distribution Points
 Website Added Value
 Retention & Repeated Use

Reach all the military
 by advertising in the
 most popular and
 widely read publication.

Convenient Size
 Up to Date

27 Years Experience

Visit HawaiiMilitaryGuide.com
 to find out how you can get more.



The Market

Total active duty military presence in the area is approximately 50,000. By adding 23,060 adult family members, 13,268 retired military, 9,108 reserves and 5,334 Army & Air National Guard, the number of adults directly associated with our armed forces is over 100,000.

DEFENSE SPENDING IS THE SECOND LARGEST SOURCE OF INCOME FOR HAWAII.

MILITARY INSTALLATIONS IN HAWAII



ARMY

Military Personnel

Schofield.....	12,689
Fort Shafter.....	4,263
Wheeler.....	2,541
Tripler.....	1,566
Helemano.....	421
Aliamanu.....	65
Fort DeRussy.....	58



NAVY

Pearl Harbor.....	11,281
NSGA Kunia.....	437
NCTAMS EASTPAC.....	400
PMRF Barking Sands.....	253
Lualualei.....	104



AIR FORCE

Hickam.....	7,011
Bellows.....	28



MARINES

Kaneohe.....	6,575
Camp Smith.....	1,250



COAST GUARD

Sand Island.....	1,180
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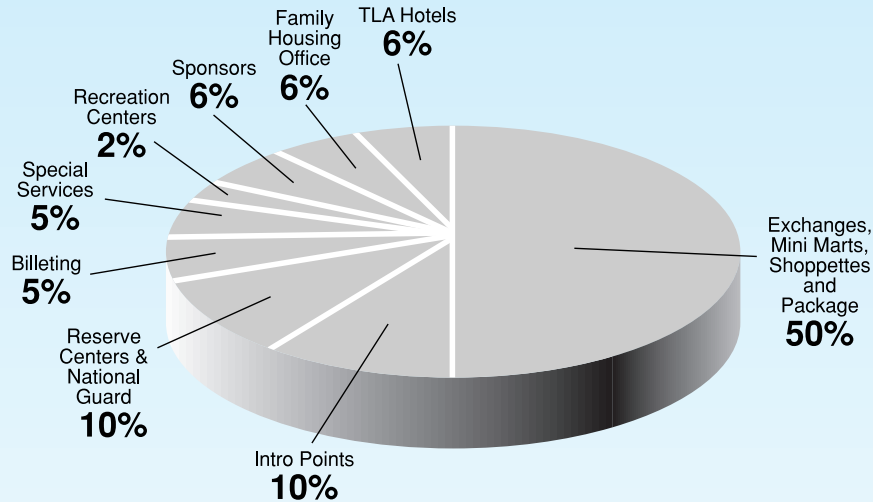
Total Military Personnel.....50,122

**Each Edition of Hawaii Military Guide
 has a circulation of.....50,000**

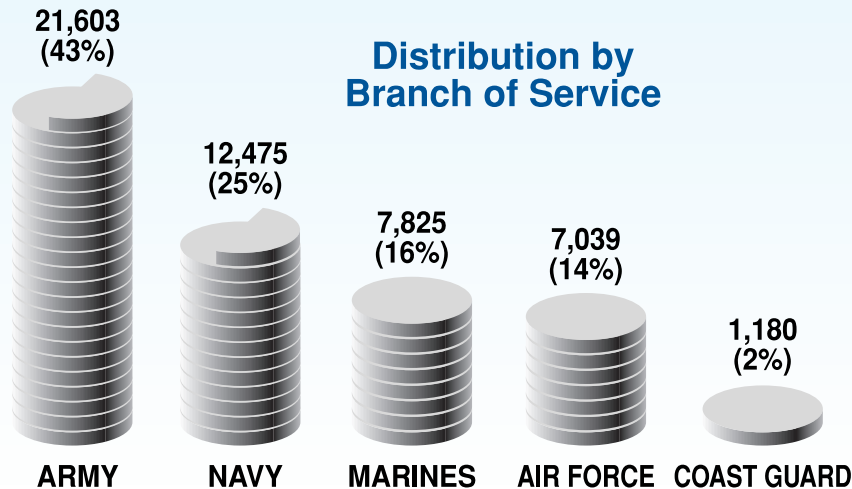
Distribution Strategy

50,000 CIRCULATION IS GUARANTEED

DISTRIBUTION ANALYSIS



MILITARY POPULATION: 50,122



Reaches All Branches Through Intro Points and Retail Outlets

138 DISTRIBUTION LOCATIONS

Intro-Points

- Billeting/Temporary Lodging
- Housing Offices/TLA Hotels
- Family Services
- USO Hickam
- Newcomer Orientation
- Pass and ID
- Single Soldier Quarters
- Tickets & Tours
- Protocol
- Credit Unions
- Child Development Centers

Retail Outlets

- Main Exchanges
- Mini Marts
- Shoppettes

Also...

- Army & Air National Guard
- Reserve Centers