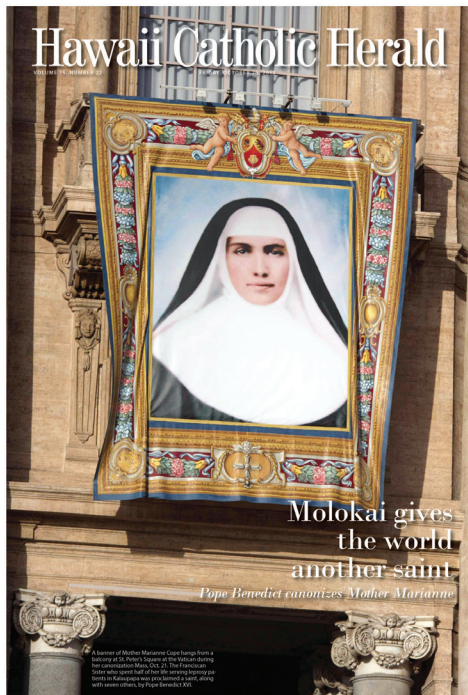
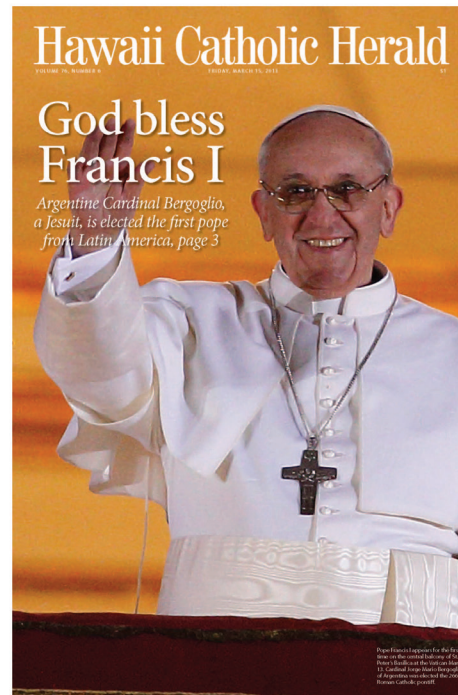


# Hawaii



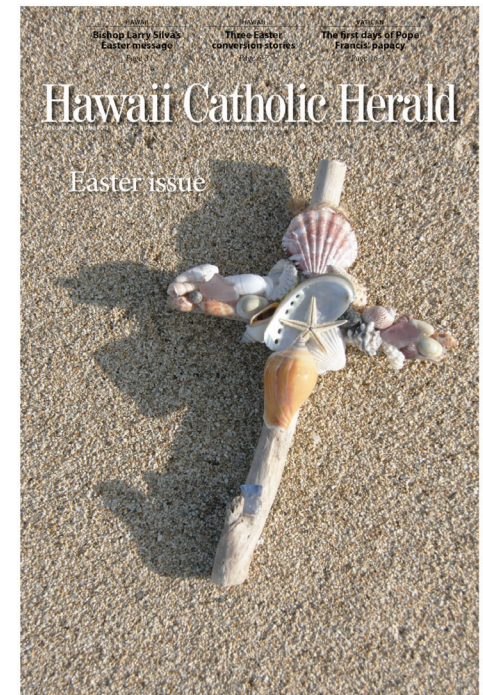
- Hawaii's oldest and largest religious newspaper.
- Mailed every two weeks to homes state-wide.
- Readers are Hawaii's most active Catholics.
- A special one-of-a-kind market.

# Catholic



- Winner of more than 80 national Catholic Press Association awards in writing, photography and design, including first place awards for general excellence in 2001, 2003, 2006, 2007, 2009, 2010
- Today's events from a moral perspective
- Special emphasis: parish and school news, family issues

# Herald



- "This paper has a great sense of place."  
Catholic Press Association, 2010 newspaper awards
- "This newspaper stands out in the way it imaginatively — even joyfully — reflects its community."  
Catholic Press Association, 2007 newspaper awards
- "Bravo! This is an inviting publication with terrific content. The stories are marvelous, and the designs are superior to everything else in the class."  
Catholic Press Association, 2001 newspaper awards

# Hawaii Catholic Herald Display Advertising Rates

## EDITORIAL AND ADVERTISING OFFICES

1184 Bishop Street  
Honolulu, Hawaii 96813  
Phone: (808) 585-3328  
Fax: (808) 585-3381  
E-mail: [herald@rcchawaii.org](mailto:herald@rcchawaii.org)

## NEWSPAPER OF THE DIOCESE OF HONOLULU

- Hawaii's largest religious newspaper, since 1936
- Mailed to more than 17,000 homes state-wide; 200 out of state

## SUBSCRIBERS

- Active Catholics: selected and paid for by their parishes
- 36,000 readers: a one-of-a-kind market

## AWARD-WINNING CONTENT

- Winner of more than 80 national Catholic Press Association awards
- First place, general excellence: 2001, 2003, 2006, 2007, 2009, 2010
- Local, national and international news, features, reviews and commentary; subscriber to Catholic News Service
- Today's events from a moral perspective
- Special emphasis: parish and school news, family issues
- Member: Catholic Press Association

## PUBLISHING DATES

- Every other Friday, 26 times a year

## TAX

- Local rates subject to 4.712% state tax

## PAGE SIZE

- Print area is 10 1/4 inches wide by 14 1/2 inches deep. 5 columns per page. One pica between columns.

## COMPATIBLE ELECTRONIC FORMATS (Windows)

- Adobe InDesign, Photoshop, PDF, EPS, JPG, TIF
- Files should include fonts and artwork

## COLOR

- Add \$400

## GENERAL POLICY

- The publisher has the right to reject any advertisement.
- Political, cigarette and liquor advertising are not accepted.

## PRODUCTION

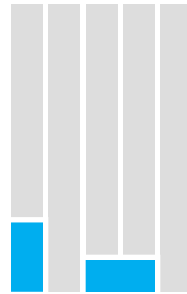
- The Herald is printed by The Hawaii Hochi on a web press.

## POSITION

- Position requests considered but not guaranteed.

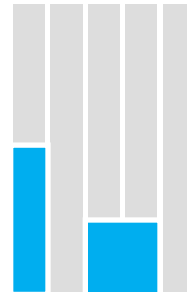
## DEADLINE

- Eight days (Thursday) prior to publication date.



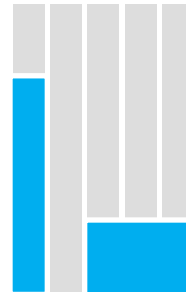
**1/20, business card**

width x depth  
VERT: 1 7/8 x 3 1/2  
HORIZ: 4 x 1 5/8



**1/10 page**

width x depth  
VERT: 1 7/8 x 7 1/8  
HORIZ: 4 x 3 1/2



**3/20 page**

width x depth  
VERT: 1 7/8 x 10 7/8  
HORIZ: 6 x 3 1/2



**1/5 page**

width x depth  
VERT: 4 x 7 1/8  
HORIZ: 8 1/8 x 3 1/2



**1/4 page**

width x depth  
VERT: 5 x 7 1/8  
HORIZ: 10 1/4 x 3 1/2



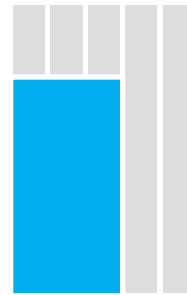
**3/10 page**

width x depth  
VERT: 4 x 10 7/8  
HORIZ: 6 x 7 1/8



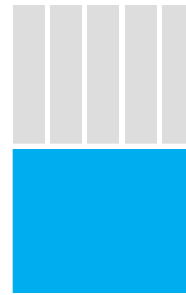
**2/5 page**

width x depth  
VERT: 4 x 14 1/2  
HORIZ: 8 1/8 x 7 1/8



**9/20 page**

width x depth  
VERT: 6 x 10 7/8



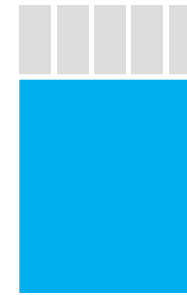
**1/2 page**

width x depth  
HORIZ: 10 1/4 x 7 1/8



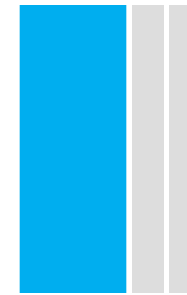
**3/5 page**

width x depth  
VERT: 6 x 14 1/2  
HORIZ: 8 1/8 x 10 7/8



**3/4 page**

width x depth  
HORIZ: 10 1/4 x 10 7/8



**4/5 page**

width x depth  
VERT: 8 1/8 x 14 1/2

Ad size	26 issues	13 issues	6 issues	4 issues	open rate
<b>1/20, business card</b>	<b>\$47</b>	<b>\$51</b>	<b>\$55</b>	<b>\$58</b>	<b>\$63</b>
<b>1/10</b>	<b>\$84</b>	<b>\$91</b>	<b>\$98</b>	<b>\$106</b>	<b>\$115</b>
<b>3/20</b>	<b>\$119</b>	<b>\$131</b>	<b>\$141</b>	<b>\$152</b>	<b>\$166</b>
<b>1/5</b>	<b>\$154</b>	<b>\$169</b>	<b>\$182</b>	<b>\$197</b>	<b>\$215</b>
<b>1/4</b>	<b>\$188</b>	<b>\$206</b>	<b>\$222</b>	<b>\$240</b>	<b>\$263</b>
<b>3/10</b>	<b>\$320</b>	<b>\$242</b>	<b>\$261</b>	<b>\$282</b>	<b>\$309</b>
<b>2/5</b>	<b>\$277</b>	<b>\$305</b>	<b>\$330</b>	<b>\$357</b>	<b>\$392</b>
<b>9/20</b>	<b>\$307</b>	<b>\$338</b>	<b>\$365</b>	<b>\$396</b>	<b>\$434</b>
<b>1/2</b>	<b>\$336</b>	<b>\$370</b>	<b>\$399</b>	<b>\$433</b>	<b>\$475</b>
<b>3/5</b>	<b>\$386</b>	<b>\$425</b>	<b>\$459</b>	<b>\$498</b>	<b>\$547</b>
<b>3/4</b>	<b>\$452</b>	<b>\$499</b>	<b>\$539</b>	<b>\$585</b>	<b>\$643</b>
<b>4/5</b>	<b>\$475</b>	<b>\$524</b>	<b>\$566</b>	<b>\$615</b>	<b>\$675</b>
<b>full page</b>	<b>\$543</b>	<b>\$600</b>	<b>\$649</b>	<b>\$705</b>	<b>\$775</b>