

The Molokai Dispatch

THE ISLAND'S NEWS SOURCE - WWW.THEMOLOKAIIDISPATCH.COM SINCE 1985

Advertising Information

Thank you for considering the Molokai Dispatch for your advertising needs. Whether you're interested in a **display**, **web ad** or **classified listing**, *The Molokai Dispatch* will get your message to all of Molokai and then some.

- We distribute nearly 4,000 papers weekly to many of the island's businesses as well as mail to subscribers across the country.
- We publish every Wednesday, 52 weeks out of the year and have been serving Molokai since 1985.
- We are locally owned and operated, and advocate for family owned business on Molokai.



Display Advertising Rate Sheet

Effective February 2014 | Add 15% for commissionable rates.

| Ad Size | Ad Dimensions (inches) | | Weekly Price | | | Color (Add cost) |
|---------------------------------------|---------------------------|------------------|--------------|-------------|-----------|---------------------|
| | | | Once | 2 - 3 Weeks | 4 or more | |
| (frequency - advertise more and save) | | | | | | |
| Full Page | 9.875 W X 19 H | | \$797 | \$637 | \$573 | \$159 |
| 4/5 Page | 9.875W X 15 H | | \$747 | \$597 | \$537 | \$149 |
| 1/2 Page | Hz | 9.875 W X 9.5 H | \$470 | \$376 | \$338 | \$94 |
| | Vert | 4.875 W X 19 H | | | | |
| 2/5 Page | 9.9 W X 7.5 H | | \$378 | \$302 | \$272 | \$75 |
| 1/4 Page | Vert | 4.875 W X 9.5 H | \$240 | \$192 | \$173 | \$48 |
| | Banner | 9.875 W X 9.5 H | | | | |
| 1/5 Page | 4.875 W X 7.5 H | | \$194 | \$155 | \$139 | \$38 |
| 1/8 Page | Vert | 4.875 W X 4.8 H | \$125 | \$100 | \$90 | \$25 |
| | Banner | 9.875 W X 2.4 H | | | | |
| 1/10 Page | Hz | 4.875 W X 3.75 H | \$102 | \$81 | \$73 | \$20 |
| | Vert | 2.375 W X 7.5 H | | | | |
| Pocket Size | Hz | 4.875 W X 1.8 H | \$56 | \$45 | \$40 | N/A |
| | Vert | 2.375 W X 3.75 H | | | | |
| Mini | 2.375 W X 1.8 H | | \$33 | \$26 | \$23 | N/A |

Popular Ad Sizes

| | | |
|--------------|-------------|------------|
| Mini | 1/10pg Vert | 1/5pg |
| Pocket Vert | | |
| Pocket Hz | | 1/4pg Vert |
| 1/10pg Hz | | |
| 1/8pg Vert | | |
| 1/8pg Banner | | |

Classified Listings

\$10/week. Includes single-lined bolded header. 25 words total.

- Extra Line: + \$2.00
- All Bold: + \$2.00
- Boxed Ad: + \$2.00
- Small Photo: + \$3.00

Submission Guidelines & Deadline

Advertisers can submit ad content in any form via email, or in person at our office in downtown Kaunakakai. We provide design services and ad updates to all customers, big and small. Submission confirmation and deadline is 2 p.m. Friday for print the following Wednesday. For more information please contact our sales manager.



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