



SHOKO NEWSLETTER (PRINTED) ADVERTISING RATES & SPECIFICATIONS

(As of July 1, 2011)

Ad Size	Ad Placement	One-Time Placement	2 Months or More	6 Months or More	12 Months
4" x 4"	Inside Page	\$260	\$205	\$190	\$175
4" x 5"	Inside Page	\$295	\$235	\$220	\$200
5" x 8"	Inside Page	\$700	\$560	\$511	\$476
5" x 5"	Back Page	\$410	\$325	\$300	\$275

Note: All sales are subject to 4.712% General Excise tax.

COLOR CHARGES

- The SHOKO is a full-color, 8.5" x 11" newsletter. Therefore, there is no discount for ads that are placed in black and white.

DEADLINES

- The SHOKO is published once a month.
- Space reservations are due on the 1st of the month prior to the month of publication.
- Copy deadline is the 10th of the month prior to the month of publication.

ELECTRONIC SPECIFICATIONS

- Imaging: A Portable Document Form (PDF)
- All advertisements must be designed to size specifications.

CIRCULATION

- Over 800

CONTACT INFORMATION

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Purchases from and contributions or gifts to the Honolulu Japanese Chamber of Commerce (HJCC) are not deductible as charitable contributions.

RATES SUBJECT TO CHANGE.