

Rates & Sizes

SINGLE INSERTION

	<i>Wide x Tall</i>	
Full page.....	4.625" x 7.75".....	\$3,500
1/2 Page Horizontal.....	4.625" x 3.625".....	2,000
1/4 Page Vertical.....	2.25" x 3.625".....	1,100

*Ad includes a profile on the Hawaii Military Guide portal website and monthly Instagram posts.

TERMS

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

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.....	175 lpi
Color Ads.....	QuarkXPress, Adobe InDesign, Illustrator, Photoshop, or exported in PDF format.

Headquarters

Hawaii Military Guide

Charles H. Harrington - Publisher
350 Ward Avenue, Suite 106-304
Honolulu, Hawaii 96814

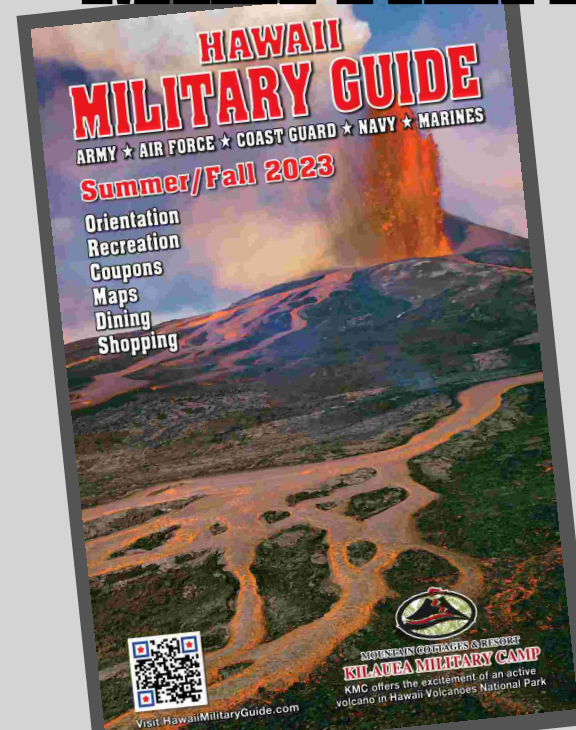
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HAWAII MILITARY GUIDE

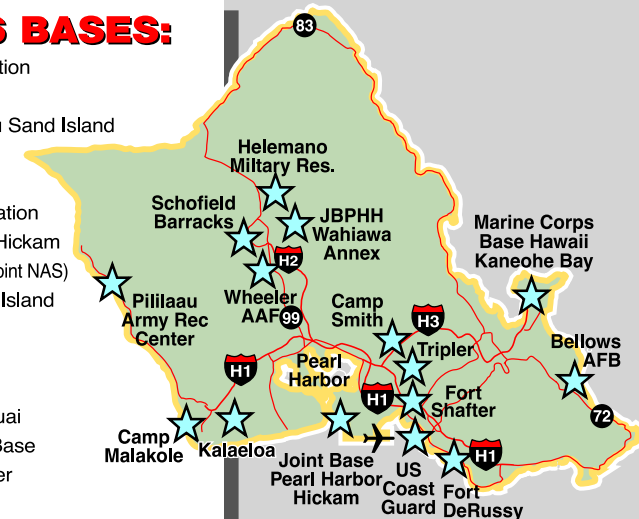


2024 RATE CARD

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

PROFILES 16 BASES:

- 1 Aliamanu Military Reservation
- 2 Bellows Air Force Station
- 3 Coast Guard ISC Honolulu Sand Island
- 4 Fort DeRussy
- 5 Fort Shafter Army Post
- 6 Helemano Military Reservation
- 7 Joint Base Pearl Harbor / Hickam
- 8 Kalaeloa (formerly Barbers Point NAS)
- 9 Kilauea Military Camp—Big Island
- 10 MCBH—Camp Smith
- 11 MCBH—Kaneohe Bay
- 12 JBPHH - Wahiawa Annex
- 13 PMRF Barking Sands—Kauai
- 14 Schofield Barracks Army Base
- 15 Tripler Army Medical Center
- 16 Wheeler Army Air Field



The Mission

THIS MILITARY DRIVING 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 their home not only at their assigned duty stations, but also at the surrounding areas.

In Hawaii, the need has been filled by the **Hawaii Military Guide**, which is arranged in a useful, easy-to-understand format. It 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, and pets.
- **Detailed maps** of Oahu, Downtown Honolulu, Waikiki, Airport, Aiea/Pearl City, Waipahu, Kailua/Kaneohe, Mililani/Wahiawa, East Oahu and North Shore. Individual **military base maps** are included geographically.
- **Valuable base information** including checking in, property shipping, vehicles, medical, dining, recreation, exchange facilities (includes locations, phone numbers and websites).
- **Profile of off-base dining**, recreation, entertainment, and 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 43-year track record means consistent performance.
- Coupon redemption exceeding 20,000 for some accounts.

DISTRIBUTION STRATEGY

- Reaches all the military — new arrivals, spouses, reserve, guard, and retirees — with a guaranteed 45,000 circulation through 138 distribution points at all 18 military areas in Hawaii.
- Online and downloadable.

EDITORIAL STRATEGY

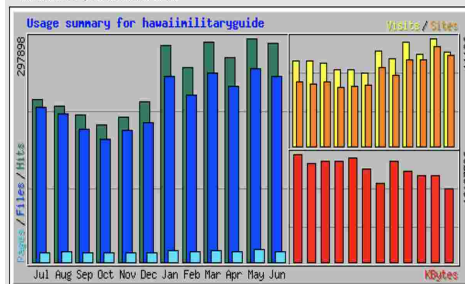
- Convenient format with easy-to-use maps and listings.
- Comprehensive guide to military privileges and benefits.
- Updated twice a year.

CLIENT SATISFACTION STRATEGY—VALUE

- Our 96% ad-renewal rate signifies advertiser satisfaction.



Usage Statistics for hawaimilitaryguide.com
Summary by Month
Generated 27-Jun-2023 06:33 MDT



Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Hits	
Jun 2023	10777	9171	516	360	9372	8230945	9729	13943	247642	290993
May 2023	9609	8304	529	360	10356	9680895	11186	16425	257440	297898
Apr 2023	9066	7812	455	318	8918	9714528	9555	13660	234368	272000
Mar 2023	9424	8127	520	348	8907	10197951	10800	16142	251944	292174
Feb 2023	9265	7950	476	323	7348	11290691	9056	13349	222624	259431
Jan 2023	9900	7965	493	317	8180	8776242	9847	15290	246920	288321
Dec 2022	6900	5987	400	246	6298	10430476	7639	12420	185604	213922
Nov 2022	6452	5846	391	263	6277	11665020	7891	11750	175407	193582
Oct 2022	5883	5287	406	255	6114	11325538	7917	12608	163921	182376
Sep 2022	6541	5912	417	286	6731	11313248	8597	12524	177363	196246
Aug 2022	6715	6369	440	284	6485	11064080	8814	13642	197445	208172
Jul 2022	7000	6650	421	283	6632	12087526	8790	13066	206150	217012
Totals						125777140	109821	164819	2566828	2912127

Military Advertising Comparison Checklist



HAWAII MILITARY GUIDE OTHER MEDIA

- Reaches entire military market:** new arrivals, resident active duty, spouses, reserve, guard, & retirees.
- Guaranteed Circulation:** 45,000 per edition distributed through racks at 95 orientation points (including newcomer briefings) and 40 retail outlets including commissaries and base exchanges.
- Online (HawaiiMilitaryGuide.com):** Downloadable to iBooks & eBooks.
- 2.9 million annual website views.**
- 4,000 Followers on Social Media.**
- MILITARY CONTRACTS:**
 - Aafes & NEX
 - Marine MCCS MWR
 - JBPHH MWR
- 43 years of producing results** for advertisers from a **Hawaii based** publishing company.

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. Source: Hawaii Data Book 2020

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

MILITARY INSTALLATIONS IN HAWAII



ARMY	<i>Military Personnel</i>
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
NCTAMS PAC JBPH Wahiawa Annex	400
PMRF Barking Sands	253
Lualualei	104



AIR FORCE	
Hickam	7,011
Bellows	28



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



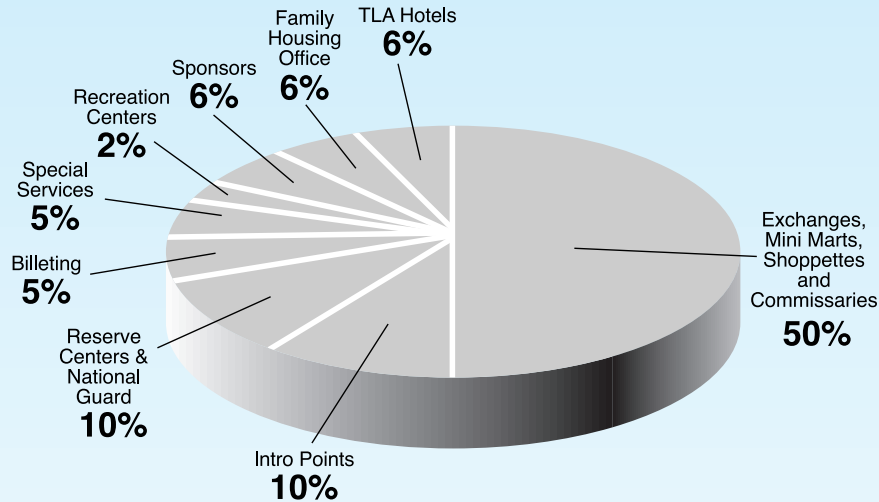
COAST GUARD	
Sand Island.....	1,267

Total Military Personnel **49,772**
Each Edition of Hawaii Military Guide has a circulation of..... **45,000**

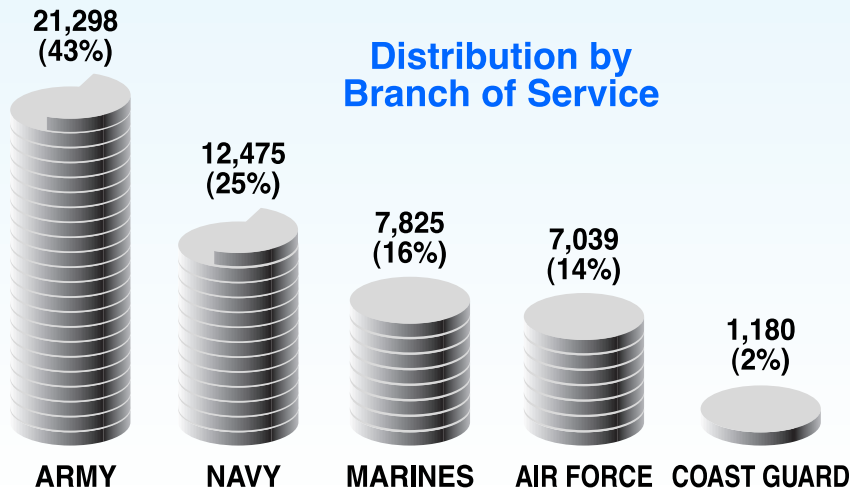
Distribution Strategy

45,000 CIRCULATION IS GUARANTEED

DISTRIBUTION ANALYSIS



SERVICE MEMBERS: 49,817



Reaches All Branches Through Intro Points and Retail Outlets

138 DISTRIBUTION LOCATIONS

Intro-Points

- New Arrival Briefing
- Billeting/Temporary Lodging
- Housing Offices/TLA Hotels
- Family Services
- USO Hickam & Airport
- Newcomer Orientation
- Pass and ID
- Single Soldier Quarters
- Tickets & Tours
- Fitness & Medical Facilities
- Credit Unions
- Child Development Centers

Retail Outlets

- Main Exchanges
- Mini Marts & Shoppettes
- Commissaries

Also...

- Army & Air National Guard
- Reserve Centers