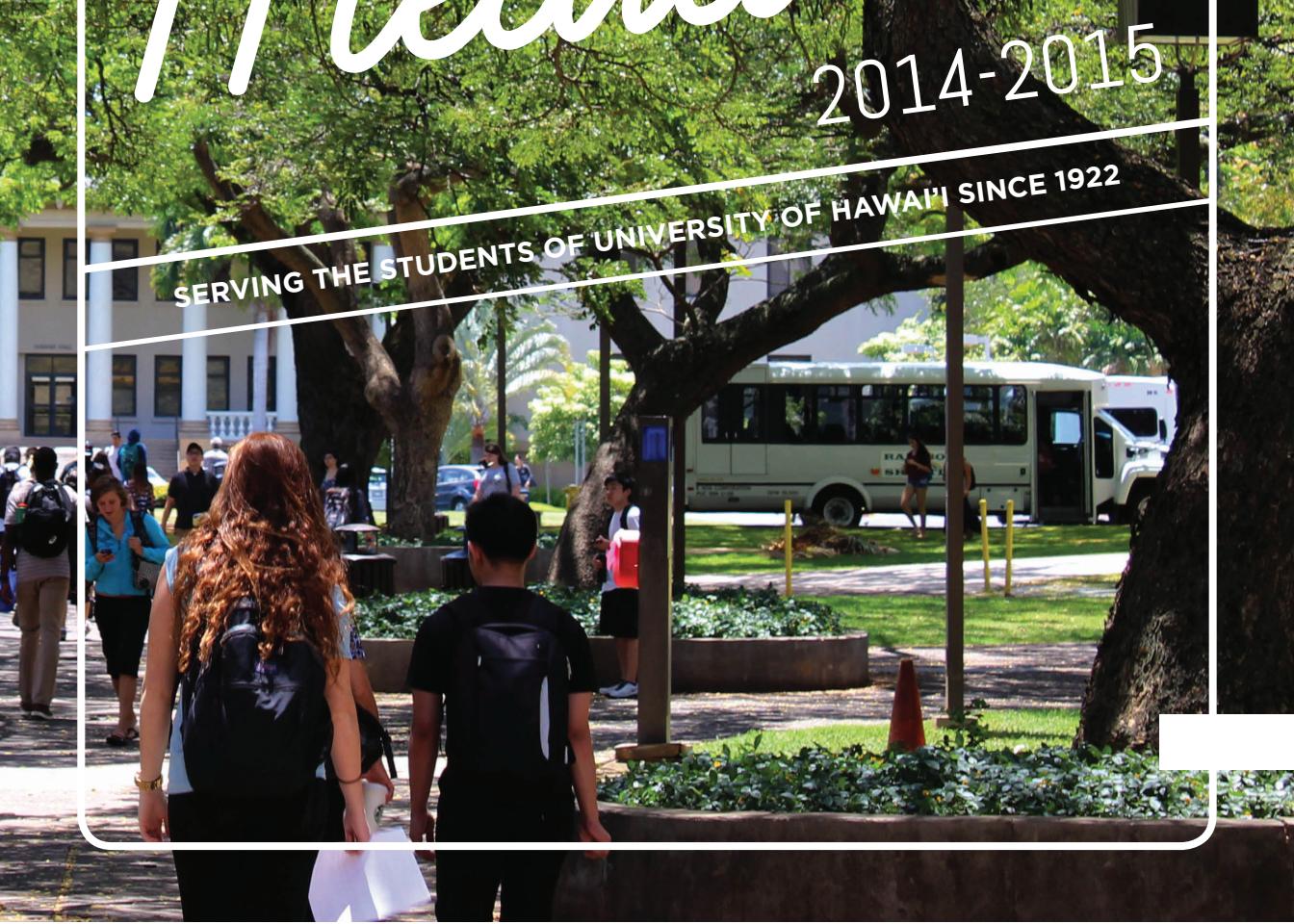




Ka Leo Media Kit

2014-2015

SERVING THE STUDENTS OF UNIVERSITY OF HAWAII SINCE 1922



Ka Leo O Hawaii

We have changed our printing schedule to one time per week for the upcoming year. 10,000 copies of the issue will come out every Monday and be out for the entire week. We will still be serving the 20,500 students and 8,000 faculty and staff members that make up the University of Hawaii community as well as offering more ways to brand your business than ever before.

Awards

CNBAM 2014 AWARDS

College Newspaper Business and Advertising Managers

SECOND BEST NEWSPAPER IN THE NATION

1st Place

Best New Group Promotion Concept
Best Sales Promotion Materials

2nd Place

Best Back to School/Orientation Guide
Best Multimedia Campaign

3rd Place

Best Event Plan or Promotion
Best Newspaper Marketing or Promotion Plan
Best Public Relations Marketing Manager

4th Place

Best Designer
Best Sales Incentive Program
Best Sales Increase of a Special Issue



Demographics



20,500
STUDENTS
SPEND

\$1,964 per month
\$23,575 per person a year
\$471.5 million a year

8,000
FACULTY
SPEND

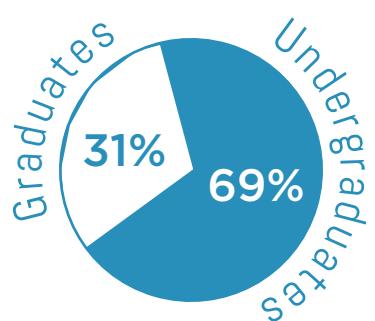
\$750 per person a month
\$6 million a month
\$72 million a year

UHM SPENT \$1.4 BILLION
IN 2012 AS AN INSTITUTION
The third largest contributor to
our overall economy

67% 21 and Older

56% Female Population

44% Male Population



88,122 Alumni on O'ahu and Counting

Print Rates

Ka Leo Issue Deadline

The deadline to place your advertisement in Ka Leo is one week prior to publication at 5 pm. The contract must be signed and returned to our office by 5 pm on the Monday prior to publication to guarantee that the advertisement will go into the paper.

3.805" wide x 2.875" tall

1/8 page Vert.

	Open Rate	4x	17x	34x	46x
Local Rate:	\$120	\$114	\$102	\$90	\$84
University and Non-Profit Rate:	\$102	\$96	\$84	\$72	\$66

RIO Rate Cost: \$60



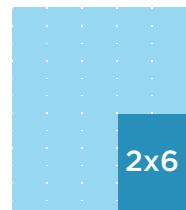
2x3

3.805" wide x 5.875" tall

1/4 page Vert.

	Open Rate	4x	17x	34x	46x
Local Rate:	\$240	\$228	\$204	\$180	\$168
University and Non-Profit Rate:	\$204	\$192	\$168	\$144	\$132

RIO Rate Cost: \$120



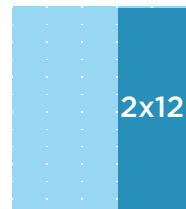
2x6

3.805" wide x 11.875" tall

1/2 page Vert.

	Open Rate	4x	17x	34x	46x
Local Rate:	\$480	\$456	\$408	\$360	\$336
University and Non-Profit Rate:	\$408	\$384	\$336	\$288	\$264

RIO Rate Cost: \$240



2x12



Ka Leo Material Deadline

All advertising materials must be turned in by 5 pm on the Monday prior to publication or the same day as the issue deadline. If ad materials are not received by deadline the ad may not have time to be built and may incur a later materials charge of \$15.

Camera Ready Deadline

All advertisements that are built by the client must be submitted by the Thursday prior to publication at 5 pm. If the ad is not received on time then it may not run in the issue, or it may incur a late ad charge of \$15.

1/2 page Horz.

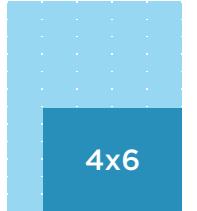
	Open Rate	4x	17x	34x	46x
--	-----------	----	-----	-----	-----

Local Rate:	\$480	\$456	\$408	\$360	\$336
-------------	-------	-------	-------	-------	-------

University and Non-Profit Rate:	\$408	\$384	\$336	\$228	\$264
---------------------------------	-------	-------	-------	-------	-------

RIO Rate Cost: \$240

7.735" wide x 5.875" tall



4x6

3/4 page Vert.

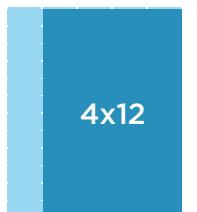
	Open Rate	4x	17x	34x	46x
--	-----------	----	-----	-----	-----

Local Rate:	\$960	\$912	\$816	\$720	\$672
-------------	-------	-------	-------	-------	-------

University and Non-Profit Rate:	\$816	\$768	\$672	\$576	\$528
---------------------------------	-------	-------	-------	-------	-------

RIO Rate Cost: \$480

7.735" wide x 11.875" tall



4x12

Full page

	Open Rate	4x	17x	34x	46x
--	-----------	----	-----	-----	-----

Local Rate:	\$1200	\$1140	\$1020	\$900	\$840
-------------	--------	--------	--------	-------	-------

University and Non-Profit Rate:	\$1020	\$960	\$840	\$720	\$660
---------------------------------	--------	-------	-------	-------	-------

RIO Rate Cost: \$600

9.7" wide x 11.875" tall



5x12



Special Placement and Sponsorships

Sponsorships

Special Placement

Special placement of ads is available and has a 10% additional charge on top of the ad price. All special placement requests must be on the contract and must be approved by management.

Inserts

PRE-PRINTED INSERTS Ka Leo can accommodate pre-printed inserts that go into our issue. We will need to have all inserts booked 2 weeks prior to the publication and need to have the materials to the printer 1 week prior to the publication.

CPM 1-4 pages: \$75
CPM 5-8 pages: \$80
CPM 9-12 pages: \$85

SIZING

Minimum size: 5" x 5"
Maximum size: 8.5" x 11"

SURF REPORT

The Surf Report is on the front page of the paper and is a great way to link your business with the surfing community at UH.

\$125 per issue

GAMES PAGE

The Games page is one of the most popular pages in Ka Leo and is somewhere that you can rely on consistent interaction with your ad space.

Crossword: \$250 per issue
Sudoku: \$125 per issue
Pathem: \$125 per issue

COMICS PAGE SPONSOR

The Comics page is your place to reach some of our most common readers, let's face it we all love cartoons, especially college students.

\$200 per issue

SPORTS PAGE SPONSOR

Hey sports fanatic, this is the way to reach people that share the same enthusiasm for UH athletics as you, be next to everything UH athletics.

\$250 per issue

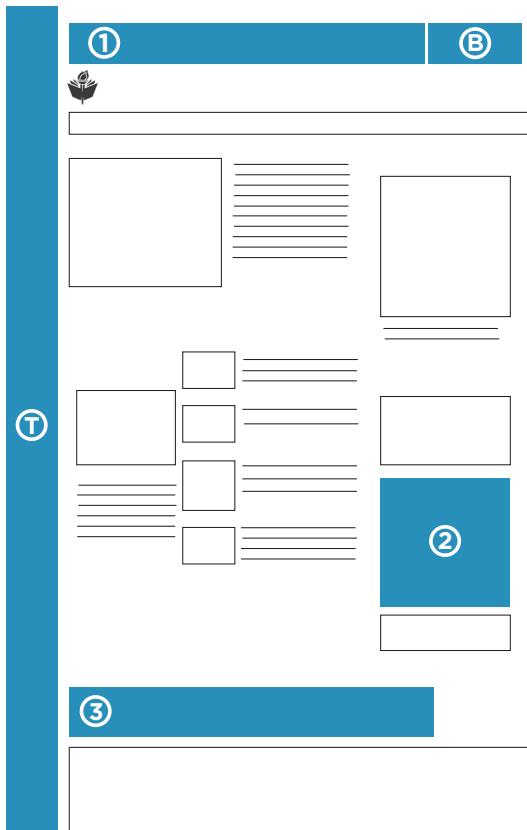


Online Rates

Online continues to be a significant source for students, faculty, staff, and alumni to get information about the University of Hawaii, and is a great place to generate brand awareness for your business, club, or organization.

Deadlines:

All ads must be booked one week prior to start date and materials must be turned in 3 days prior to start date.



COMMON ONLINE AD SIZES

All ads are sold on a weekly basis and start on a Monday and end on the following Sunday.

- ① Top Leaderboard: \$30 per week
- ② Medium Rectangle: \$25 per week
- ③ Bottom Leaderboard: \$20 per week
- All 3 sizes bundle: \$50 per week

B KA LEO SPONSORSHIP BUTTON

The sponsorship button does not rotate and is sold to a single client for the entire month.

\$200 per month

T KA LEO SITE TAKEOVER

The site takeover does not rotate and is sold to a single client for a week.

\$200 per week



Social Media Rates

Social media has a huge impact on today's society and we have a large following on our social media platforms that can help you deliver the messages you want out there.

Deadlines:

All social media posts must be booked 1 week prior to the post date, and all copies for the post must be turned in one week prior as well.



Facebook

16 hrs

We have 6,500 likes on Facebook and can promote your business right to all of our community.

[Like](#) • [Comment](#) • [Share](#)

\$100 per facebook post



Twitter

@KaleoOHawaii

With 3,000 followers on Twitter, we have some great ways to help you reach today's generation.

Reply

Retweet

Favorite

More

\$30 per tweet



Instagram:

This is one of the fastest growing and most popular social media platforms we have with 6,000 followers.

207
posts

6,000
followers

2,309
following

\$60 per instagram post



Ka Leo's app has been one of the most popular things on campus and we have 4,000 downloads on our platform currently. Advertising on the mobile app has some unique features that will help you reach people where it matters most... their phones.

Deadlines: All deadlines for starting with the mobile app are set two business weeks prior to start date to allow for time to set up the account and ensure that everything is correct before launch.

Real Time Deals

Take the opportunity to reach people right now, instantly with a message that goes right to their phone. That is the beauty of the real time deals, which has all your company information including website, phone number, location, and special offer.

REAL TIME PACKAGES

\$60 per month for a 1-year contract

\$100 per month for a 6-month contract

\$200 per month for no contract

BANNER ADS

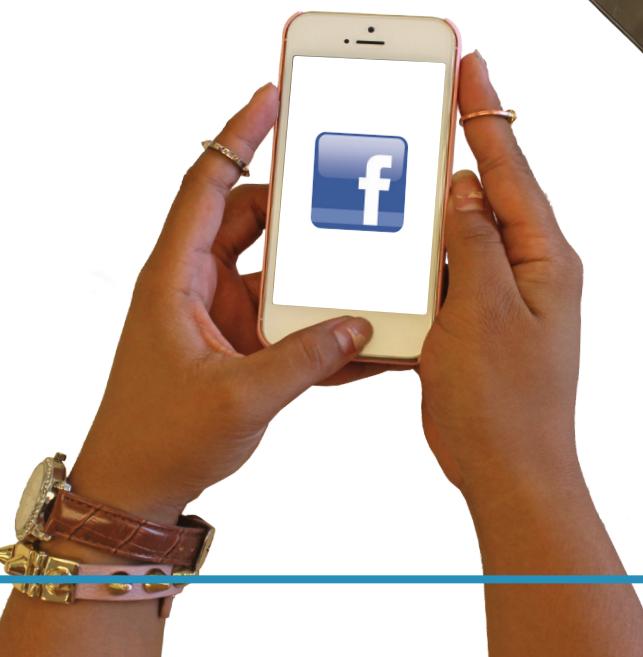
We have the ability to put a small banner on the bottom of our pages as well, that is clickable right to your website.

Mobile Banner: \$75 per week

CUSTOMIZED TAB

We will set up a custom tab on the home screen of our app for one client each month, this can go to any page that your organization would like and is a great way to build brand recognition.

Customized Tab: \$1,000 per month



UH ID Specials

The most inexpensive way to start branding your organization to the University of Hawaii community. Any business, club, or organization that would like to or does offer a special discount to our UH community can be a part of our UH ID card program.

Deadlines:

All directory listings will be updated and put on the appropriate list one week after signing a contract and will be on the list for the entire year until the date on the contract has been reached.



UH ID CARD MEMBERSHIP

Offer a deal to students, faculty, and staff that carry a UH ID and have them show their UH ID to take advantage of the deal that you are offering. It is that simple.

\$75 for the entire year on all of our directories

DIRECTORIES AND PROMOTIONS

We have three different directory locations on our website, mobile app, and Facebook where people can find your deals. We also run ads in the paper, online, and around the campus to help promote the different deals.

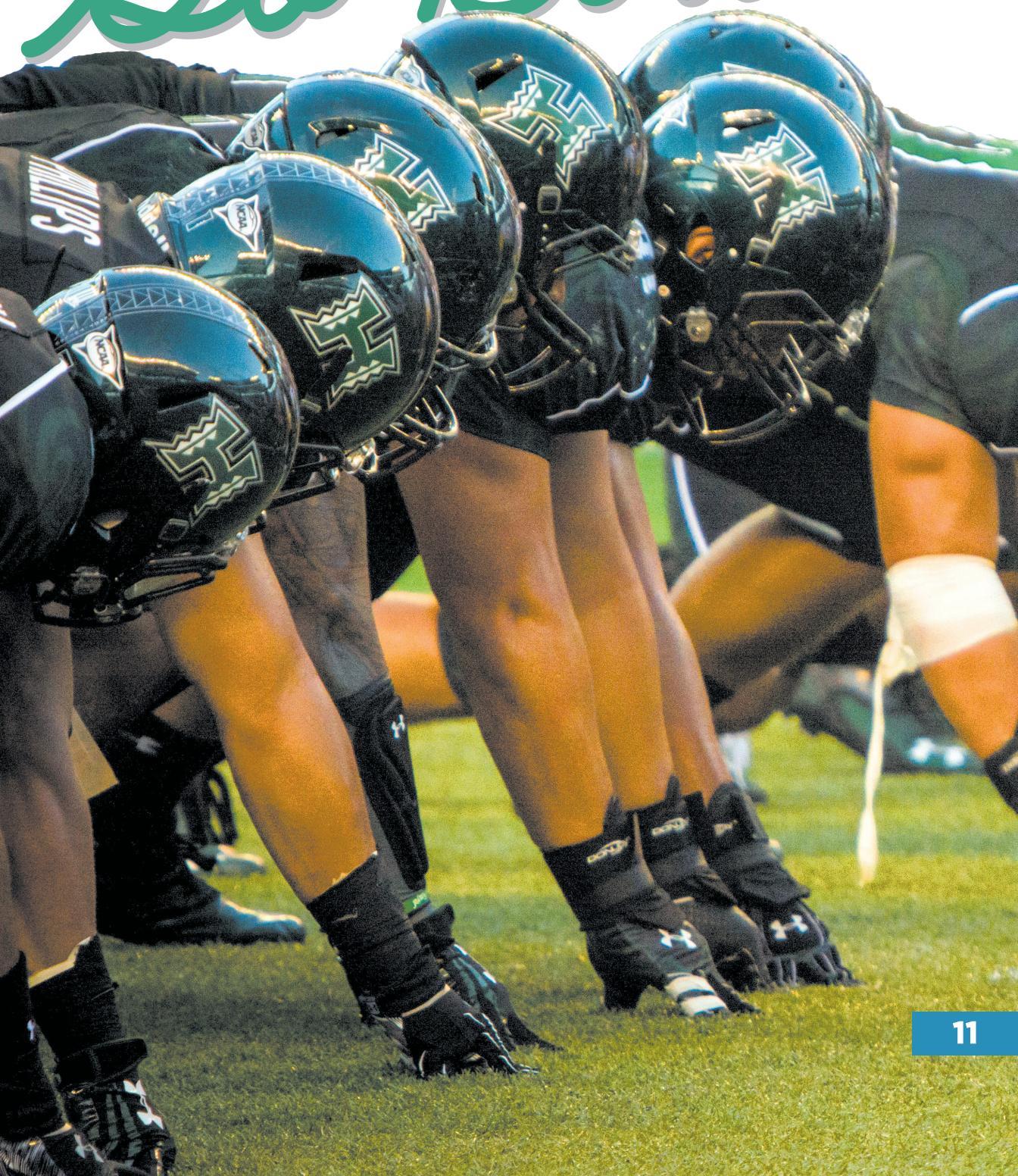
ALOHA NIGHTS HAPPY HOUR DIRECTORY

Our newest directory addition from our entertainment brand Aloha Nights is a comprehensive directory that helps people find out about businesses that offer a happy hour.

\$75 for the entire year on our happy hour directory



Go Bows!



Outdoors

Reaching people during their daily routine around campus is a great way to solidify your brand and awareness with the students, faculty, staff, and community of the University of Hawaii.



Rack Posters

Posters that are placed on the top of our 10 most highly trafficked stands on campus.

Rack Poster Pricing:
\$75 per location per week
\$500 for all 10 locations for one week

Deadline: 1 week prior to placement



Real Estate Signs

Small banner type ads that are placed around campus in high traffic locations to help brand your company to the UH Community.

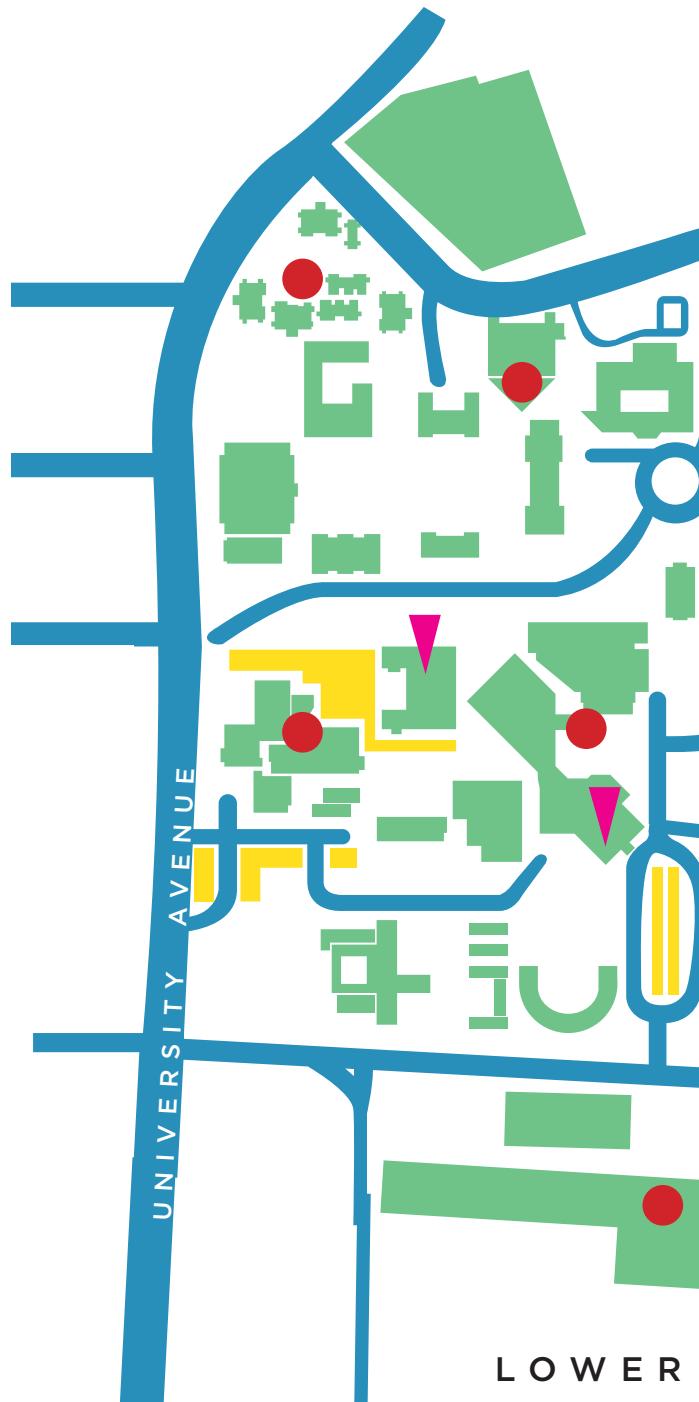
\$100 per location per week
\$750 for 10 locations for one week

Deadline: 1 week prior to placement

Flyer Distribution

Utilize the Ka Leo street team to help distribute your information on campus and at University of Hawaii events. Our PR team does promotions during at least one event per week and can help deliver your pre-printed flyer to the UH community.

\$25 per 100 flyers that we pass out.
Pricing is based on pre-printed flyers;
we do not print the flyers.



MAILE WAY

EAST WEST ROAD

C A M P U S

- Rack Cards/Posters
- Real Estate Signs
- Napkin Dispensers

Napkin Dispensers

We have a unique way of reaching people when they are sitting in the universities cafeterias, dining halls, or restaurants. Advertise your business on the napkin holders that are on the tables in the seating areas.

Deadline: 2 weeks prior to placement (restrictions apply and is subject to approval, which may not allow the advertising)

\$100 per 10 locations (only sold in bundles of 10 locations). All ads start on the 1st or 15th of the month and are out for approximately 2 weeks.

Locations

Campus Center	80 spaces
Hale Aloha Dining	140 spaces
Gateway Dining	80 spaces
Stir Fresh Dining	40 spaces
Bale Dining Area	40 spaces

Graphic Design

Ka Leo has a full service graphic design team that can design your entire portfolio of marketing and advertising needs. At the low rate of \$20 per hour, we can help you brand your business in any format.

Deadlines:

All ads must be turned in 3 business days prior to start date for print and online. All others will be determined with your advertising account executive.



CNBAM 2nd Place
Best Multimedia
Campaign

Sign-up online for an invitation to a private shopping event!
www.higoodwill.org/freshstart

Get a Fresh Start this Spring
Create your Unique Style on a budget

SAVE 20%
EVERY Sunday with
your UH Student ID

Goodwill
Industries of Hawaii, Inc.

www.higoodwill.org twitter.com/goodwillhawaii facebook.com/goodwillhawaii youtube.com/hawaiigoodwill thegoodwillhunter.com

Common Design Needs

We can design any of the following options and will accommodate special requests as well. All design work is billed at the actual hours that it takes to complete the job with corrections and revisions.

- Flyers
- Brochures
- Banners
- Logos
- Posters
- Business Cards
- Pamphlets
- Ads for other publications

Special Design Needs

We can also design special publications, journals, and spreads for clients as well. This is a custom piece that can be multiple pages and set ups that accommodate exactly what you need.

Ka Leo Camera Ready Specifications

PRINT SPECS

All ads submitted to Ka Leo must be in a PDF format with 300 DPI resolution with no rich black coloring. All print ads must be CMYK. Any ads that do not meet specification may not print correctly.

ONLINE SPECS

All ads submitted to Ka Leo must be in a Gif or PNG format at 72 DPI resolution, preferably in RGB coloring format.

ALL OTHER SPECS

Specific images and materials for online, mobile, print or outdoor advertising will need to be communicated with your advertising representative.

Monthly Packages

Ka Leo has set up monthly packages that give you the best deal on all our products and services for one low monthly rate. All packages are based on a 12-month commitment and utilize the fall, spring, and summer semesters. No matter when you sign up, your package is good for 1 year from the date of signing.

Deadlines:

All standard deadlines apply for the package deals which have varying dates depending on the product or service that is being contracted. Your advertising account executive will work with you to ensure that your ads are up in a timely manner and as soon as you would like them to start.

MONTHLY PACKAGE PRICING

\$300/month (\$3,600)

34 - 1/8 page ads
1 year of mobile app real time deals
10 weeks of ROS online ads
2 Real Estate Signs
2 Facebook Posts
3 Sponsored Tweets
1 Half Page Ad

\$400/month (\$4,800)

46 - 1/8 page ads
1 year of mobile app real time deals
15 weeks of ROS online ads
3 Real Estate Signs
3 Facebook Posts
2 Sponsored Tweets
1 Instagram Post
2 Half Page Ads

\$500/month (\$6,000)

34 - 1/4 page ads
1 year of mobile app real time deals
10 weeks of ROS online ads
3 Real Estate Signs
3 Facebook Posts
3 Sponsored Tweets
2 Instagram Posts
2 Half Page Ads

\$700/month (\$8,400)

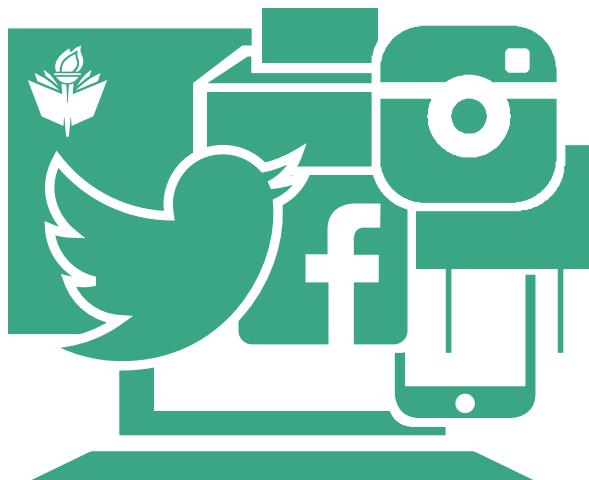
46 - 1/4 page ads
1 year of mobile app real time deals
25 weeks of ROS online ads
4 Real Estate Signs
4 Facebook Posts
4 Sponsored Tweets
4 Instagram Posts
1 Full Page Ad

\$900/month (\$10,800)

34 - 1/2 page ads
1 year of mobile app real time deals
20 weeks of ROS online ads
4 Real Estate Signs
4 Facebook Posts
2 Sponsored Tweets
4 Instagram Posts
1 Full Page Ad

\$1,100/month (\$13,200)

34 - 1/2 page ads
1 year of mobile app real time deals
35 weeks of ROS online ads
10 Real Estate Signs
10 Rack Posters
10 Facebook Posts
7 Sponsored Tweets
10 Instagram Posts
1 Full Page Ad



2014-2015 Publication Schedule

JUNE 2014

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JULY 2014

S	M	T	W	T	F	S
			1	2	3	4
6	7	8	9	10	11	12
12	14	15	16	17	18	19
19	21	22	23	24	25	26
26	18	29	30	31		

AUGUST 2014

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

SEPTEMBER 2014

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER 2014

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER 2014

S	M	T	W	T	F	S
			1			
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER 2014

S	M	T	W	T	F	S
1	2	3	4	5	6	7
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JANUARY 2015

S	M	T	W	T	F	S
			1	2	3	4
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY 2015

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH 2015

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL 2015

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY 2015

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Official Holidays

■ Special Issues

J U L	9	NSO Guide	J A N	12	Welcome Back
A U G	25	Welcome Issue	F E B	23	Housing Guide
S E P	22	Dining Guide	M A R	16	Spring Break
O C T	27	Halloween Issue	A P R	27	Best of UH
N O V	24	Shopping Guide	M A Y	11	Graduation Issue
D E C	15	Finals Issue			