



The official publication of the  
Hawaii Society of Certified Public Accountants  
www.hscpa.org



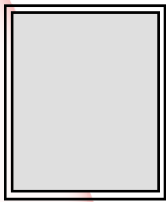
Front page presence on the HSCPA website with global reach!

## 2017 Digital Advertising Rate Card

### Why advertise with KALA?

It's a fun, informative and interactive publication! **KALA** is featured in a prime location on the HSCPA website's home page with global reach. Current e-mail distribution includes membership of over 1500 plus business associates across the nation.

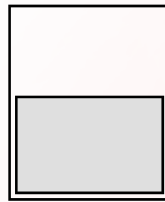
	1x	5x	10x	20x		1x	5x	10x	20x
Full Page	590	540	485	440	COVER PAGES	FULL PAGE ONLY			
1/2 page	420	370	320	270	Inside Front	655	605	555	505
1/3 page	345	295	245	195	Inside Back	605	555	505	455
1/6 page	260	225	190	140	Back Cover	655	605	555	505



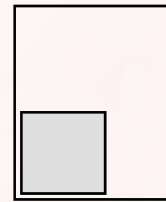
Full page  
8-3/4" x 11-1/4"



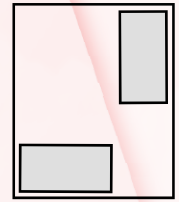
1/2 page Vertical  
4-3/4" x 7-1/2"



1/2 page Horizontal  
7-1/4" x 4-7/8"



1/3 page  
4-3/4" x 4-7/8"



1/6 page V / H  
2-1/4" x 4-7/8"  
4-3/4" x 2-3/8"

### CLASSIFIED ADVERTISING

\$55 - up to 100 words  
25¢/word thereafter  
Add \$20 to include logo

### PRODUCTION SPECIFICATIONS:

Digital files are the preferred format; accepted files include PDF, JPG, EPS (InDesign formats accepted) formatted in CMYK or B&W 300 dpi with all fonts embedded

**CONTRACT PERIOD:** Advertising space contracts based on a 10-month period. Should new rates be announced, advertisers will be protected at the contracted rates for the duration of the contract period (January/February black out months).

**GENERAL EXCISE TAX:** All rates subject to 4.712% Hawaii general excise tax.

**PAYMENT TERMS:** Billed upon publication. Net 15 days. Payable to HSCPA. 15% commission to recognized advertising agencies.

**Ad Submission  
Deadline:  
2nd Friday of  
Preceding Month**

### Advertising Materials to:

Debbie Cortes  
debbiecortes@hscpa.org  
(808) 537-9475

**Publisher's Rights/Copy Protective:** The Publisher reserves the right to reject any advertising or include the words "Advertisement" with any copy resembling editorial matter. It is understood that the advertiser agrees to indemnify and protect **KALA** on behalf of the Hawaii Society of Certified Public Accountants from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design or words protected by copyright, registered trademark, label, etc. in connection with advertising appearing in **KALA**.