Visitors Want to Know One Thing…

Who is The BEST?

VISITOR #1 GUIDEBOOK

- "Year after year, Best Guidebook **brings in lots of visitors to our stores**. With so much competition, it really helps to be singled out as "The Best: Lifestyle Surf Shop." *—Honolua Surf Co.*
- "For decades we have advertised in **Best Guidebook** and **Lahaina Dining Magazine**. Both publications are effective and very popular with our visitors."
  —Chef Restaurateur Mark Ellman (Honu Seafood & Pizza and Frida's Mexican Beach House).
- "Year after year, Best Guidebook **separates us from our competition**. Being featured exclusively as 'The Best' produces considerable bookings, **especially Direct Bookings**." *—Sunshine Helicopters*

MAUI'S #1 VISITOR GUIDEBOOK

The ONLY Visitor Guidebook that offers you "EXCLUSIVITY" in your category of excellence.

Be The Best!

WHO IS THE BEST?

YOU ARE. With so many choices available, **Visitors want to know one thing: "Who is the best?"** Best Guidebook tells them you are the best.

EXCLUSIVITY

No other visitor publication gives you "AN EXCLUSIVE" in your category of excellence. **RISE ABOVE YOUR COMPETITION**. Be the best.

REACH

BEST Guidebook **reaches over Half a Million Visitors per year.**

DIRECT BOOKINGS

Unlike other publications, **NO ACTIVITY BOOKING ADS ARE ALLOWED** in BEST Guidebook.

IT WORKS!

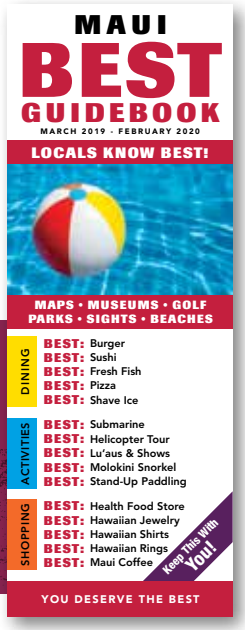
After many years, most of our original choices for BEST GUIDEBOOK are still advertisers. **Our renewal rate is unprecedented… BECAUSE IT WORKS!**

ONLINE BEST GUIDEBOOKS

Best Guidebooks are available Online at: VisitorInfoHawaii.com. Your Presence on VisitorInfoHawaii.com boosts your SEO efforts and **brings customers to your website BEFORE they ARRIVE.** Best Guidebook **LINKS DIRECTLY TO YOUR WEBSITE for Advance Bookings & further info.**

TAKE IT ON THE GO!

VIEW BEST GUIDEBOOK on your phone. Take it With You as you enjoy the island: **www.VisitorInfoHawaii.com**



"Use BEST GUIDEBOOK to discover the very best of Maui's natural wonders, recreational activities, hotels, restaurants, shopping, and island culture." *—Alan M. Arakawa, Mayor, Maui County*

Serving Maui Visitors for Over 39 Years!

THE BEST
PUBLISHING & DISTRIBUTION CO.

FOR MORE INFORMATION PLEASE CONTACT MIKEL MESH, *Publisher*

Email: mikelmesh@gmail.com

FEATURES

The ONLY Guidebook Visitors Need:

"For decades we have advertised in Best Guidebook and Lahaina Dining • Art • Shopping Magazine. Both publications are effective and very popular with our visitors."

—Chef Restaurateur Mark Ellman (Honu Seafood & Pizza and Frida's Mexican Beach House).

INFORMATIVE EDITORIALS

Feature editorials focus on Maui lifestyle, history, services and guides to unique places and things to do while on Maui.

ISLAND-WIDE MAPS

Detailed Island maps lead visitors directly to our advertisers.

DINING, ACTIVITY & SHOPPING REVIEWS

Alphabetical directory listings assist visitors in making their dining, activities, and shopping choices with informative reviews and at-a-glance information such as hours of operation, location and reservation numbers.

RATE SHEET

MAUI BEST GUIDEBOOK

ANNUAL EDITION *(March 2020 - February 2021)*

AD	Monthly
Full-Page	$800
Centerfold (2 Pages)	$1,800
Inside Front or Inside Back Cover Spread (2 Pages)	$1,900

All Rates are based on advertiser providing a digital, press ready file. Graphic design available at an additional and preferred rate. Rates do not include State of Hawaii tax.

DISTRIBUTION:

TOTAL SATURATION OF THE MAUI VISITOR MARKET

- **Kahului Airport**
- **Kapalua Airport**
- **Honolulu Airport (Inter-Island Terminal)**
- **Shopping Centers Island-Wide**
- **Visitor Condos Island-Wide**
- **Advertisers featured in the Guidebook**
- **Digital Online Guidebooks:** Reaches visitors **BEFORE they arrive & Links Directly to Your Website** for Advance Bookings & Reservations.

CLOSING DATE: January 1, 2020

ART DEADLINE: **January 6, 2020**

ISSUE DATE: March 1, 2020

TERMS: Billed Monthly, Quarterly or Annually

VISITOR #1 GUIDEBOOK

Be The Best!

Serving Maui Visitors for Over 39 Years!

FOR MORE INFORMATION PLEASE CONTACT MIKEL MESH, *Publisher*

Email: mikelmesh@gmail.com

SPECIFICATIONS

MAUI BEST GUIDEBOOK Art Deadline: JANUARY 6, 2020

GENERAL AD SPECS

Ads submitted after the materials deadline are accepted at Best Publishing's discretion and may incur late charges.

PRINTING SPECIFICATIONS

- Lines per inch: 175
- Maximum density: 300%
- Printing process: Heat-set/Web offset
- Trim size: 8.375" W x 10.75" H

ACCEPTED FILE TYPE *(In order of preference):*

- **PDF/X-1a** (or high-resolution PDF with fonts embedded).
- Photoshop EPS, TIFF or Illustrator EPS with no extra channels.
- Adobe InDesign.

FONTS

- With Illustrator or Photoshop files, embed all fonts or convert to outlines or paths.
- Type must not have styles (bold, italic etc.) applied in the layout program. The actual (bold or italic) font must be selected.

COLORS

No RGB or Pantone color spaces. Please check your color pallets in Quark, Illustrator, InDesign, etc., to make sure there are no RGB or Pantone defined color spaces.

4-Color (Rich Black) Build as C=80%, M=70%, Y=50%, K=100%

Black text = Should be 100% black.
(NO 4-Color black text).

IMAGES

Photographic:

- Should be saved in TIFF or JPG format, and must not contain extra channels.
- The color space should be CMYK or Grayscale, not RGB.
- The maximum ink coverage (C+Y+M+K) should be no more than 300%.
- The effective resolution of images should be between 300 and 400 dpi at full-size.

Directory Images/Logos:

- May be saved in TIFF, EPS or JPG format, and must not contain extra channels.
- Resolution of images should be between 300 and 400 dpi at full-size. *(Approx. Final Size 3" x 3")*
- Logos Should be 4-color, vector format or bitmap TIFF files at 1200 dpi.

Linework:

- Should be saved as a bitmap TIFF.
- Effective resolution of 1200-2400 dpi.

PROOFS

- Best Publishing will not guarantee quality without a proof of your digital ad that reflects the latest file version at 100%.
- Proofs must be SWOP-certified with registration marks and a color bar should be included for guidance on press. A list of SWOP-certified systems is available at http://swop.org/certification/
- Best Publishing is not responsible for proofing advertiser-supplied materials, the reproduction quality of advertiser-supplied materials, or any ads produced at Best Publishing after they have been approved by the advertiser.

AD SUBMISSION

All ad submissions should be uploaded through The Best Publishing Ad Portal:

www.visitorinfohawaii.com/file-submissions

Fill out the ad submission form, select file to upload and click "Submit My Files."

NOTE: Once you have clicked **"Submit My Files"** Do Not leave the page, Do Not refresh the page, or quit your browser until your file has been completely uploaded.

CONTACT INFORMATION

ART DEPARTMENT:
Michael Youngsma, MY Design Group
Ph.: 714-841-5959
Email: best@mydgroup.net

MY Design Group
7372 Prince Drive, Ste. 205
Huntington Beach, CA 92647

PRODUCTION ASSISTANT:
Amy Corbitt
Ph.: 808-280-3835
Email: bestdining@mac.com

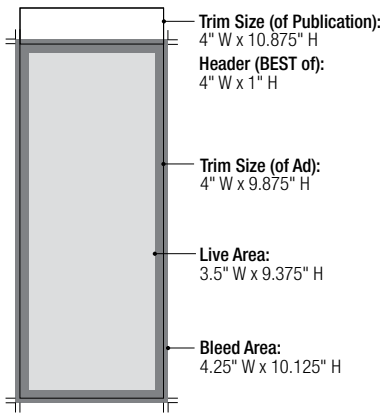
AD SIZES

AD	Trim Size	Live Area	Bleed Size
1 Page	4" W x 9.875" H	3.5" W x 9.375" H	4.25" W x 10.125" H
2 Page Spread	8" W x 9.875" H	7" W x 9.375" H	8.25" W x 10.125" H
1/2 Page Ad*	4" W x 4.4375" H	3.5" W x 3.9375" H	4.25" W x 4.6875" H

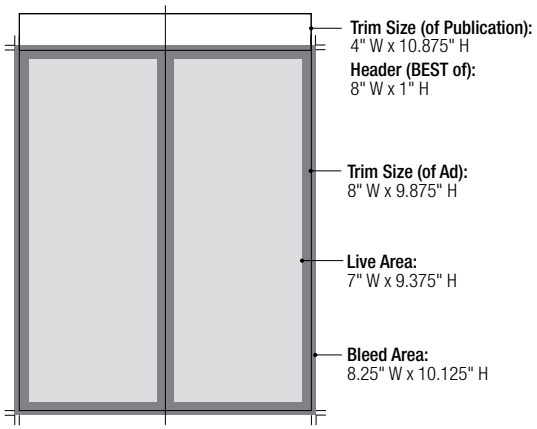
Please See Below for Page Layout Diagrams.

**Headline and copy across gutter is NOT advised.*

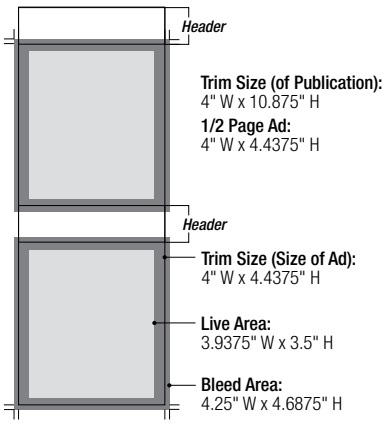
**1/2 page ads are only available in our Shopping & Wellness Sections.*



1 Page Ad



2 Page Spread



1/2 Page Ads