

## Hawai'i Life & Luxury Home Magazine

# Advertising Guide

Hawai'i Life has a special arrangement with Luxury Home Magazine that provides a flexible block of space in each issue. This allows us to present listings in our HL style rather than their standard templates.

## Ad Specs & Rates

- Rates shown below are the net cost to agents after our agency discount. Hawaii Life also contributes to the ad cost via our Ad Sharing Program. 4% GET will be added to these amounts at billing.
- **Full Page = \$1,295** (\$700 savings) | **1/2 Page = \$695** (\$400 savings) | **Spread = \$2,590** (\$1,400 savings)

## Reserving Ad Space

- **Email [Create@HawaiiLife.com](mailto:Create@HawaiiLife.com) at least 1 week prior to the next issue's deadline to reserve.** Do NOT contact Luxury Home directly for space reservation. Please work through the HL creative department for the best rates and the quickest turnaround.
- **2017 Deadlines** - 1/19/18, 3/9/18, 5/4/18, 7/6/18, 9/7/18, 11/2/18

## Submitting Content

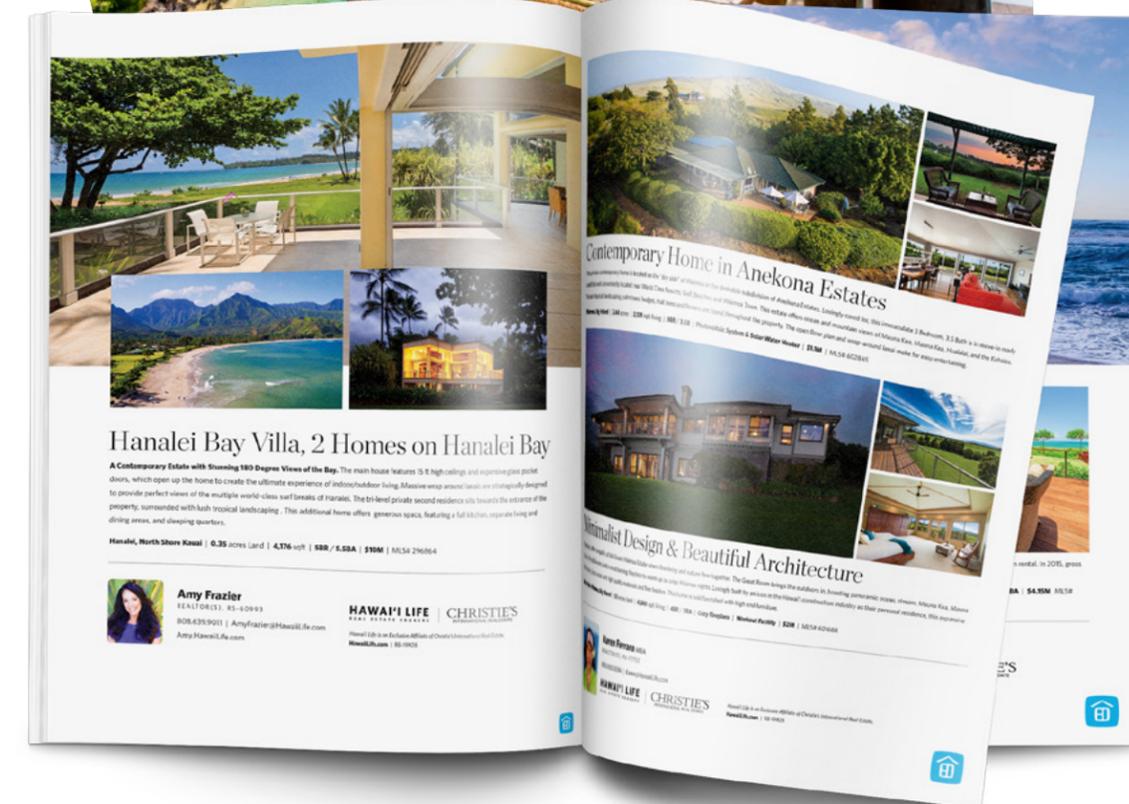
- **Submit your content to [Create@HawaiiLife.com](mailto:Create@HawaiiLife.com)** - Property Photos (use dropbox for large or multiple files), Personal Photo (optional), Content - headlines, copy, mls# and detail info.

## Design

- **Designs are based on HL template styles specific to LHM. See the following pages for mockups.**
- **Proofing** - We will send you a PDF proof for review and revisions. Please review carefully. Once approved on your end, we will submit to LHM and will not be held liable for any errors, typos or other inaccuracies.
- **Design Fees** - Generally there is no charge for design services. If your ad requires extra design work or multiple revisions, we will notify you of estimated billable design fees.

## Payment/Billing

- **Hawai'i Life will bill you for your ad space + any design charges.**
- **LHM ads automatically qualify for Hawai'i Life's Ad Sharing Program.** The ad share is the same as the commission split that you share with Hawai'i Life. If your split is 50/50, Hawai'i Life will share 50% of the advertising media cost with you.



Disclaimer: Ad rates and this special offer are subject to change. Hawaii Life creative staff will provide updated pricing and offers as needed.

# Advertising Guide

## Full Page Design Options

- **Price: \$1,295** (\$700 savings)
- **Size: 10.5 x 12**



**Headline 2-3 Words**  
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**Agent Name**  
 REALTOR(S), RS-12345  
 808.123.4567 | FirstLast@HawaiiLife.com  
**HAWAII LIFE** | **CHRISTIE'S**  
 REAL ESTATE BROKERS | INTERNATIONAL REAL ESTATE  
 HawaiiLife.com | RB-19928

3 LISTINGS

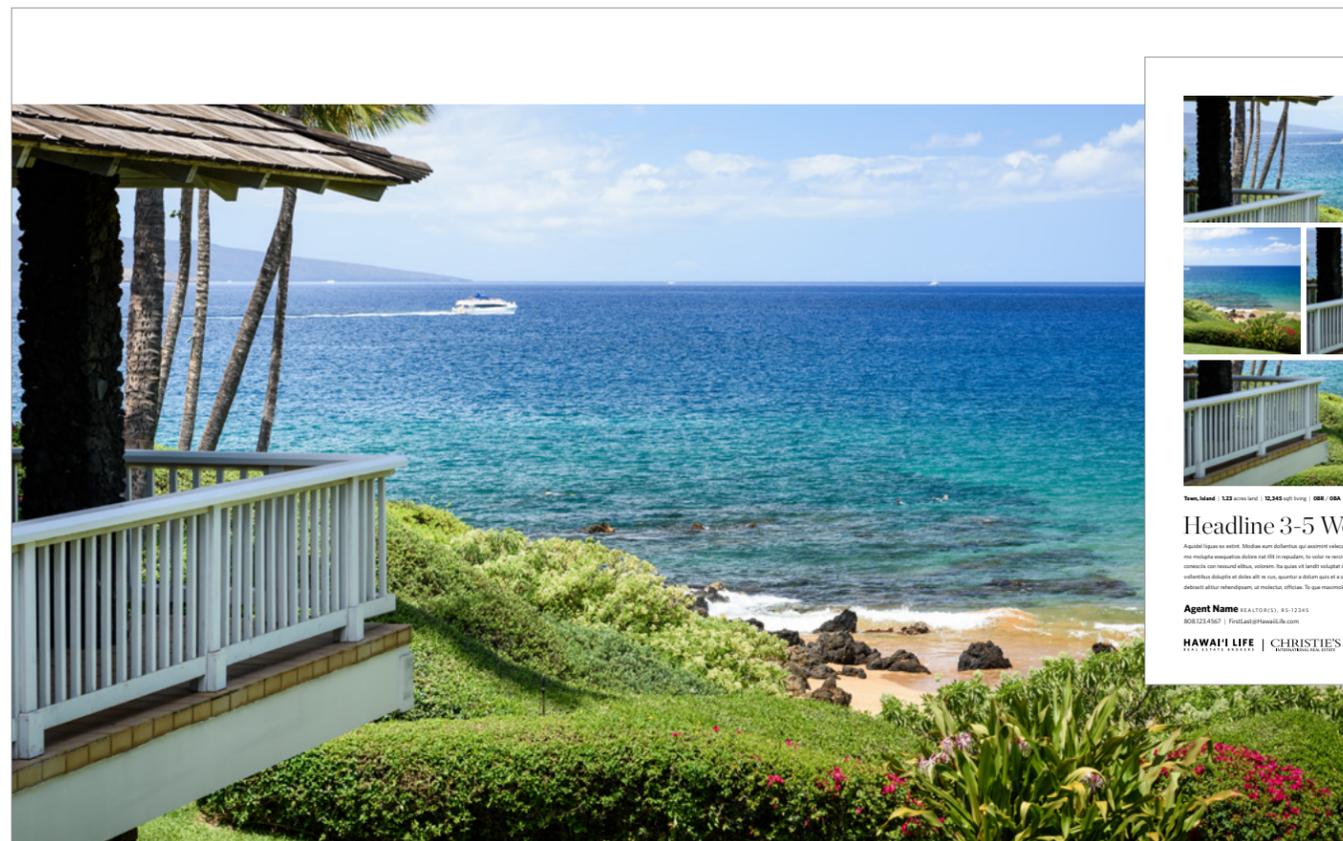


**Headline 4-6 Words**  
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2 LISTINGS




**Headline 3-5 Words**  
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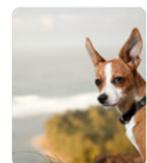
1 LISTING

## Headline 4-6 Words

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**Town, Island** | 1.23 acres land | 12,345 sqft living | **OBR / OBA** | **\$Price** | MLS# 123456789



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1 LISTING

Hawai'i Life & Luxury Home Magazine

# Advertising Guide

## 1/2 Page Design Options

- **Price: \$695** (\$400 savings)
- **Size: 10.5 x 6**





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### Headline 2-4 Words

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1/2 PAGE AD



### Headline 2-3 Words

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**Town, Island** | 123 acres land | 1,234 sqft | **OBR / OBA**  
**\$Price** fs | MLS# 123456



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FULL PAGE SHOWING TWO 1/2 PAGE ADS

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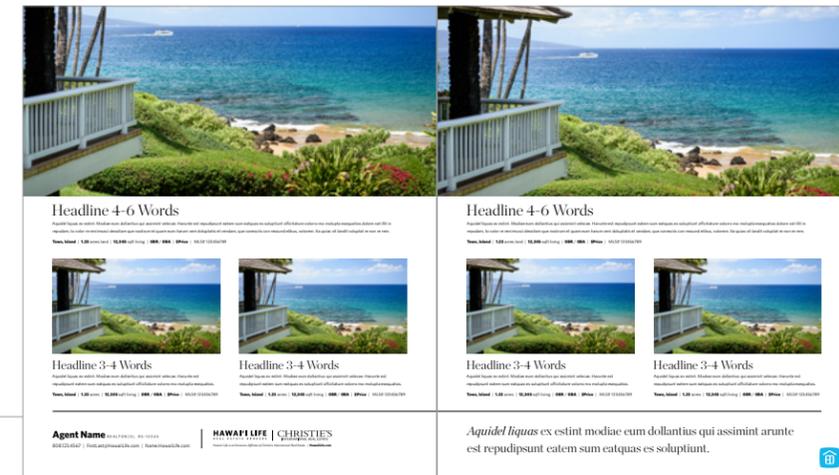
# Advertising Guide

## Spread Design Options

- **Price: \$2,590** (\$1,400 savings)
- **Size: 21 x 12**



SPREAD SHOWING 1 LISTING



SPREADS SHOWING 2+ LISTINGS



## Headline 3-5 Words

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