

Hawaii Opportunities

SPECIAL SECTION SERIES: HAWAII—AMERICA'S GEM IN THE PACIFIC

The diversity of The United States, from its geography to its people comes together in a string of islands in The Pacific known as the State of Hawaii. The Aloha Spirit, the Polynesian influence, the natural beauty of Hawaii are national treasures all mainland residents should visit.

In 2008, *Budget Travel's* Hawaii sections will be targeted to reach subscribers in regional areas that are most important to your marketing efforts (see states listed below). And the content of these sections will emphasize Hawaii's unique place among the 50-states and remind our readers that this exotic locale does not need a passport to visit and that they will be greeted by warm and welcoming Americans with a culture and history found nowhere else in the U.S. From historical locales such as Pearl Harbor, to the Natural Wonders of Haleakala and the Volcanoes National Park to breathtaking beaches and snorkeling—Hawaii truly has it all.

2008 HAWAII SPECIAL SECTIONS CALENDAR

Issue Date	On Sale	Title	IO Close	Material
March	2/19/08	Guide for Returning Visitors	12/18/07	1/4/08
April	3/18/08	Ultimate Family Packages & More	1/15/08	2/1/08
May	4/22/08	The Aloha Spirit, Hawaii's Culture	2/19/08	3/4/08
September	8/19/08	Fall Travel Deals	6/17/08	7/3/08
October	9/23/08	Outdoor Adventure, Hawaiian Style	7/22/08	8/8/08
November	10/21/08	Hawaii Holiday Getaways	8/19/08	9/5/08

Custom Hawaii Rate Base

February 2008	283,000
July 2008	305,000

Regional States

Arizona	Illinois	Oregon
California	Nevada	Texas
Colorado	New Jersey	Utah
Georgia	New York	Washington

PRINT ADDED VALUE

- A telephone (1-800 number) and Web address listing in a sidebar of the advertorial
- Reader Service listing in-book and online (online includes hyperlinks from BudgetTravel.com to your homepage). Leads provided by e-mail bi-weekly.

SPECIAL AD SECTIONS



READER DEMOGRAPHICS

Women	61%
Men	40%
Median Age	50
Married	62%
Average HHI	\$88,725
Employed	67%
Any College+	71%
Own Home	79%

Source: MRI Spring 2007

MATERIALS

Please send to:

Quad Graphics, Inc.

Attn: Budget Travel
56 Duplainville Road
Saratoga Springs, NY 12866
518-581-4000

SALES CONTACTS

Lola Cohen

Account Executive
Lola Cohen Co.
1750 Kalakaua, Suite 1103
Honolulu, HI 96826
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LCohen@LolaCohen.com

REAL PEOPLE REAL RESULTS

11/07

ARTHUR FROMMER'S
Budget Travel

travel marketplace

Wednesday, June 19, 2008

Dear Traveler:
 Thank you for subscribing to **Travel Marketplace**, a classified guide to the latest great deals from our partners. In this issue, the publishers of **Arthur Frommer's Budget Travel** are pleased to bring you numerous opportunities to see or travel to the world's most exciting destinations.

Go RVing
 Order a **FREE Informational Go RVing DVD or CD-ROM**. Before another cruise gets in the way, go somewhere you really enjoy. Go RVing.

All-Inclusive Luau's & Accommodations from \$138/Person
 Discover Halekai Bay is located back on the finest expanse of beach on Maui's famed North Coast. Save 60% when you book online today!

A FREE NIGHT From Malibu To Earthquake
 Holiday Inn Caribbean offers guests another amazing surprise. Call 1-800-HOLIDAY & ask about our FREE NIGHT offer.

All-Inclusive Hawaiian Bites from \$42/Person
 Discover Hono Bay is located on Oahu's Cave Beach, the beach that made Hanaui famous. Book your island getaway online today and save 65%.

Win a Free Trip to Australia's Outback!
 Create your own Northern Territory adventure and enter the sweepstakes for your chance to win. Visit www.outbackadventures.com for details.

Travelocity
 Save when you book your flight+hotel on Travelocity. Deals from \$299.

Hot Caribbean deals!
 Knock your socks off! Deal! Best of Barbados is back! 080-634-1357

www.CarRentals.com - Car Rentals From \$18.96 A Day
www.CarRentals.com offers cheap car rental from 7 major car rental vendors at thousands of US airport locations. Compare car rental rates and save up to 40% off your next car rental.

Help Two Cities - 5 nights & Air from \$599
 Includes roundtrip flight, 5 nights (choose from Venice, Florence and Rome) and breakfast daily.

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ONLINE HAWAII TRAVEL MARKETPLACE E-NEWSLETTER

Advertisers in our Hawaiian Special Sections have the opportunity to purchase listings at a special rate in our Hawaii Travel Marketplace e-Newsletter reaching 750,000 online subscribers per drop. Each e-Newsletter costs **\$2,750 net**—that's 50% off open rates!

Mail Date	Title	IO Close	Material
2/27/08	Guide for Returning Visitors	2/13/08	2/20/08
3/26/08	Ultimate Family Packages & More	3/12/08	3/19/08
4/23/08	The Aloha Spirit, Hawaii's Culture	4/9/08	4/16/08
8/27/08	Fall Travel Deals	8/13/08	8/20/08
9/24/08	Outdoor Adventure, Hawaiian Style	9/10/08	9/17/08
10/29/08	Hawaii Holiday Getaways	10/15/08	10/22/08

PRINT & ONLINE PACKAGE OPTIONS

Book your schedule now and protect your rate from the July 2008 rate base increase. Commit up front to package savings all year long with cross media discounts built in. Plus, you can upgrade your online presence to include run-of-site advertising for just \$10,000/month.

OPTION 1 6X SCHEDULE

Buy all six Hawaii special sections and receive a listing in all six Hawaii Travel Marketplace e-Newsletters, plus standard added value per insertion.

OPTION 2 4X SCHEDULE

Buy four Hawaii special sections and receive the corresponding Hawaii Travel Marketplace e-Newsletters plus the standard added value per insertion.

Ad Size Package	Discounted Gross	Open Gross
Full Pages	\$98,442	\$177,040
1/2 Pages	\$66,600	\$119,703
1/3 Pages	\$53,886	\$96,714

Ad Size Package	Discounted Gross	Open Gross
Full Pages	\$77,916	\$118,027
1/2 Pages	\$52,280	\$79,802
1/3 Pages	\$42,476	\$64,467

2008 OPEN GROSS RATES CUSTOM EDITION

RATE BASE 283,000

Effective with the February 2008 issue.

Ad Size	Open Gross
Full Pages	\$23,625
2/3 Pages	\$18,547
1/2 Pages	\$14,068
1/3 Pages	\$10,237
1/6 Pages	\$6,891

RATE BASE 305,000

Effective with the July/August 2008 issue.

Ad Size	Open Gross
Full Pages	\$25,450
2/3 Pages	\$19,979
1/2 Pages	\$15,155
1/3 Pages	\$11,028
1/6 Pages	\$7,423

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