

# DISPLAY ADVERTISING INSERTION ORDER FORM - PAGE 1 OF 3

THIS FORM REVISED JANUARY 2021



Kaleena Patcho  
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 Web: <https://kawaiola.news/advertisers/>

Office of Hawaiian Affairs  
 560 N Nimitz Hwy., Suite 200, Honolulu, HI 96817

BILL TO NAME, ADDRESS, PHONE:

CONTACT NAME, ADDRESS, PHONE, EMAIL:

AD SUBJECT AND/OR COMPANY:

X	AD TYPE	SIZE: W X H	QTY.	RATE	NOTE	TOTAL
	Back Cover Full	9.7" x 7.75"		\$2,100		
	Full Page Inside Front/Back Cover	9.7" x 10"		\$1,900		
	Full Page	9.7" x 10"		\$1,600		
	Half Page Horizontal	9.7" x 4.9"		\$850		
	3 Column Vertical	5.7533" x 10"		\$950		
	2 Column Vertical	3.78" x 10"		\$750		
	3 Column Half	5.7533" x 4.9"		\$550		
	2 Column Half	3.78" x 4.9"		\$400		
	3 Column Quarter	5.7533" x 2.375"		\$325		
	2 Column Quarter	3.78" x 2.375"		\$275		

Advertising Schedule. All ads are full color.

ISSUE	JAN.	FEB.	MAR.	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.
2021												
2022												
2023												

Signature of advertiser \_\_\_\_\_ Date \_\_\_\_\_

Signature of Communications staff \_\_\_\_\_ Date \_\_\_\_\_

A signed fax copy of this document is acceptable. This is page 1 of 3. By signing here, you agree to all conditions on page 2.



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**Ka Wai Ola Advertising Agreement Terms and Conditions:**

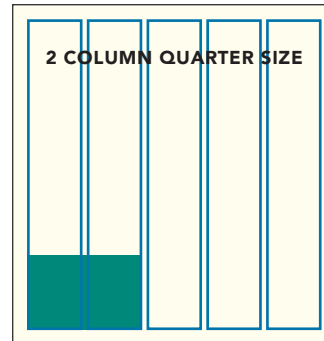
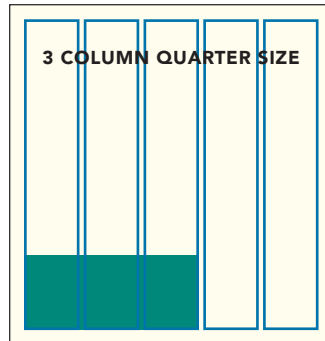
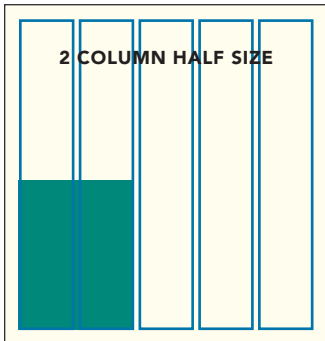
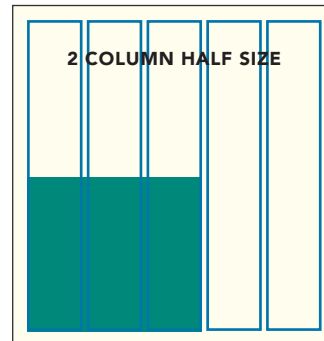
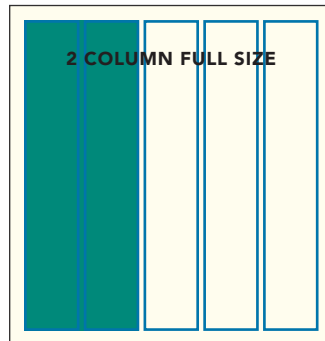
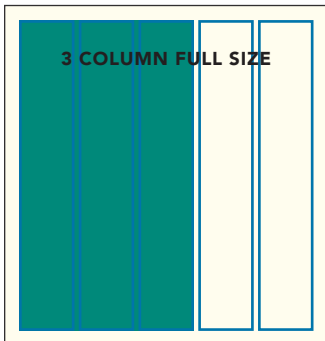
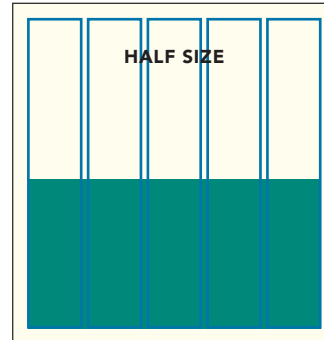
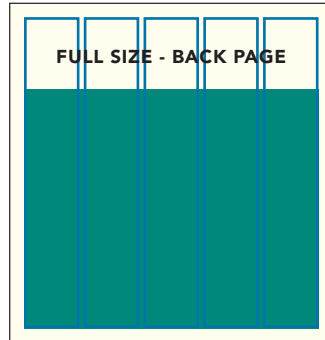
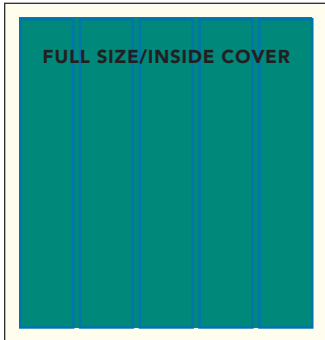
By signing the following agreement, the Advertiser agrees to the following terms and conditions:

1. The advertising space reserved will be filled for the month(s) specified on the accompanying rate sheet-insertion order form. The completed, signed insertion order form will be faxed or otherwise submitted to OHA by the monthly space reservation deadline. (Space reservations are due on the first Friday of the month prior to publication.)
2. The advertisement will be provided in camera-ready art in 300 DPI, 100 line screen, 33% dot gain Adobe PDF digital format no later than the monthly camera-ready deadline. OHA shall not be responsible for any errors in artwork or documents submitted. (Materials deadlines are due on the second Friday the month prior to publication.)
3. Display ads will be billed monthly, following publication. Ads for political candidacy will be paid for in advance of publication. KWO advertising invoices must be paid promptly. Failure to remain current with KWO invoices will prevent further advertisements from being accepted.
4. Any cancellations must be made by the 15th of the month prior to publication. Any cancellations made or failure to supply proper ad material after the 15th of the month prior to publication will be considered a cancellation on a confirmed ad. Any cancellations made after the 15th of the month prior to publication must be made in writing and confirmed by the Communication Specialist and/or the Director/Manager of the OHA Communication Office. OHA will initiate immediate billing for a cancellation on a confirmed advertising space. OHA reserves the right to utilize the cancelled advertising space as it sees fit.
5. The advertisement provided to OHA shall be laid out in its final size and format. The ad should have a defined border or edge at the appropriate ad size limits. Borderless ads are not allowed. No bleed ads are allowed. Ad content may not extend past the contracted ad size. OHA does not provide layout service for ads. The advertiser is responsible for providing camera-ready art.
6. Placement of ads in *Ka Wai Ola* is determined by OHA staff. While OHA will make every effort to honor position requests, no specific section, page or area is promised or guaranteed, except as listed on our insertion order form contract. The following advertising spaces are pre-determined:
  - a. Inside back cover – full page or half page
  - b. Inside front cover – full page
  - c. Back cover – full page
7. Advertisements for contractual buys must be fulfilled for the entire period specified. Advertiser will be charged for full contract upon cancellation or non-fulfillment of space reserved.
8. A faxed signed copy of the insertion order serves as a valid signed insertion order.
9. Any color processing and layout techniques are the responsibility of the Advertiser (i.e., the ad sized too small for reserved ad space). OHA shall not be held liable for any discrepancies between any measurements or dimensions provided herein and the actual space occupied by any advertisement hereunder that do not materially affect the proportional visual impact of the advertisement.
10. Advertising in the *Ka Wai Ola* newspaper does not denote sponsorship of the paper, its articles or events. Advertising in *Ka Wai Ola* does not imply OHA sponsorship or support of the advertiser, the advertised product or organization.
11. OHA reserves the right to revise rates at any time.
12. OHA reserves the right to refuse any advertisements at any time.
13. OHA assumes no responsibility for subject matter contained in advertising placed by Advertiser or Agency.
14. Advertiser or Agency agree that all advertising and materials submitted shall comply with all applicable federal, state, and local laws, ordinances, regulations, guidelines and administrative standards as now or hereafter in effect. Advertiser and Agency, jointly agree to indemnify and hold OHA harmless against all loss, damage, expense, claim, liability or injury, including attorneys' fees and costs sustained by reason of OHA's printing of advertising for Advertiser giving rise directly or indirectly, to any claim for slander, libel, infringement of trade name, copyright or patent, illegal or unfair competition or trade practice or any other demand of any sort whatsoever. This provision shall survive termination of this Agreement.
15. This Agreement does not constitute an extension of credit to Advertiser or Agency by OHA.
16. It is the advertiser's responsibility to examine its advertisement for any errors upon publication of the advertisement. OHA shall not be held responsible for errors beyond the first publication date of a multiple insertion. Requests for error adjustment must be made within 10 days of publication date. Error adjustments shall be given in the form of either (a) additional advertising space or (b) cancellation of the charge or refund of any payments for the advertising space involved. OHA has the exclusive right to choose the appropriate form of adjustment.
17. Political advertisements must be paid in advance of publication by cash or certified check and shall be set as display advertisements. A political advertisement must clearly state (a) that it is a "paid political advertisement," (b) the political party affiliation of a candidate for partisan office, (c) by whom the advertisement was paid, and (d) by whom the advertisement was authorized. In no event may a political advertisement imply the incumbency of a candidate who is not in fact the incumbent.
18. Any advertisements simulating news matter must have the word "Advertisement" or the words "Paid Advertisement" at the top and/or bottom of the advertisement. OHA reserves the right to include such words if omitted by the Advertiser. The Advertiser's failure to include such words may result in a charge for the additional space necessary to include them. In no event may OHA's masthead or news type be used for advertising purposes.
19. This is page two of three pages. The advertiser's signature on page one, the Insertion Order, shall signify agreement to all the terms and conditions stated on this page.



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