

MANULELE, INC.

MEDIA KIT 2010



freesurf INDUSTRY
HAWAII'S SURF MAGAZINE

COMPANY PROFILE

Manulele Incorporated delivers Hawai'i's premiere surf, beach lifestyle and board sports content through print, television, and other digital media. Publisher, executive producer, and former pro surfer Mike Latronic brings over twenty years experience to reinforce Manulele's success, delivering a blend of stunning imagery and family-friendly entertainment to a local, national and international audience. Manulele's growing media list includes *Fox Sports*, *PBS*, *ABC*, *Planet X TV San Diego*, *Outdoor Life* and *Fuel TV*, as well as international media outlets in Japan, Australia and Europe. Residents and visitors in Hawai'i enjoy Manulele productions in the form of *FreeSurf Magazine*, *Board Stories TV*, *Billabong Surf TV*, *Board Stories* DVDs and the popular visitor network Hawai'i TV in Waikiki hotels. Located at Sunset Beach on O'ahu's North Shore, Manulele Incorporated is directly connected to the source of the action, the athletes and industry players who set the trends. *FreeSurf Magazine*, *Board Stories TV* and *Billabong Surf TV* provide a prime opportunity for companies interested in targeting males and females between the ages of 12 and 54 who engage in healthy and active lifestyles popularized by the booming extreme sports industry.

THE INDUSTRY

Once a fringe sport, surfing has grown to become a mainstream passion, an art and a way of life. Its popularity has extended beyond the beach to the studios in Hollywood and the agencies on Madison Avenue. For surfing, Hawai'i is an international market on par with the most glamorous, trend-setting cities of the world. Marketing efforts in Hawai'i immediately resonate with the global surf community.

PRINT OPPORTUNITIES

FreeSurf Magazine made its debut in 2002. Born on the North Shore of O'ahu, the surf Mecca of the world, *FSM* is dialed into the global surf community and is the authority on Hawai'i's surfers and local beach culture. As the only surf publication in the world produced on the North Shore, *FSM* delivers authentic, surf coverage from the front lines and throughout. The monthly publication promotes a young, free and energetic lifestyle. The content is informative and captivating while remaining family-friendly.

DISTRIBUTION



FreeSurf Magazine prints 20,000 copies per month distributed free in Hawai'i to all **Jamba Juice** locations, surf and specialty shops statewide. Magazines are also available on all transpacific **Hawaiian Airlines** flights and Premiere club lounges. In addition, *FSM* is on hand at surf and beach events throughout the year. With no cover price in Hawai'i your customers are guaranteed to pick it up.

MAGAZINE ADVERTISING RATES (price per issue)

AD SIZE	24x	12x	8x	4x	1x
Double Page	2,395	2,595	2,795	2,995	3,295
Full Page	1,395	1,495	1,595	1,695	1,895
2/3 Page	1,150	1,200	1,300	1,450	1,550
1/2 Page	745	795	845	945	995
1/4 Page	475	525	575	625	675
Surf Saver	195	225	250	275	295

Premium Position Charge: Add 25% (based on availability)



AD SUBMISSION OPTIONS

PHYSICAL DELIVERY: Provide your ad materials on a CD-R disk. Send the ad by mail to: *FreeSurf Magazine*, PO Box 1161, Haleiwa, HI, 96712.

ELECTRONIC DELIVERY: You may deliver ad artwork via FTP (File Transfer Protocol) to our FTP site. Please name file with company's name and run date (eg. mike_surf_shop_november2009). You can use FTP software such as Fetch (Macintosh computers) or Cute FTP (PC computers). They are available for free download at www.fetchsoftworks.com or www.cuteftp.com.

FTP INSTRUCTIONS: You will need to enter the following information in the fields that your software provides. Host: www.freesurfmagazine.com, User ID: freesurfer@freesurfmagazine.com, Password: **freespace**. Open the *FreeSurf* folder and place the ad in the appropriate folder for the issue that the ad is to run in. **Notify Us:** Please notify your sales rep via email once you have placed your files on the FTP server. Include the file name and client name in your email. Please be sure there is a file extension appended to the end of the file name (i.e. jpg).

TERMS AND CONDITIONS

1. Orders non-cancelable after closing date.
2. All contents subject to publisher's approval.
3. Advertiser and agency assume liability for content of advertisements printed and assume responsibility for any claims made against the publisher.
4. Positioning of ads is at the discretion of the publisher except where specific guaranteed or preferred positions are covered by guarantee fee. Insertion orders specifying positions will be accepted, but position will not be guaranteed.
5. First-time advertisers must prepay first three insertions and submit credit application in order to receive credit terms.
6. A minimum production charge of \$100 could be assessed on all ads that have not been received by *FreeSurf Magazine* by stated deadline.



AD SIZES

AD SIZE	TRIMMED SIZE	BLEED SIZE
Double Page	16.75" x 10.875"	17.25" x 11.375"
Full Page	7.875" x 10.375"	No Bleed
Full Page Bleed	8.375" x 10.875"	8.875" x 11.375"
2/3 Page	5" x 10.375"	No Bleed
2/3 Page Bleed	5.25" x 10.875"	5.75" x 11.375"
1/2 Page Vertical	3.75" x 10.375"	No Bleed
1/2 Page V. Bleed	4.125" x 10.875"	4.625" x 11.375"
1/2 Page Horizontal	7.875" x 4.875"	No Bleed
1/2 Page H. Bleed	8.375" x 5.35"	8.875" x 5.85"
1/4 Page	3.75" x 4.875"	No Bleed
Surf Saver	3.75" x 1.5"	No Bleed

SAFETY: Keep text and graphics at least .25" inside trim area. Allow .25" for bleed on each side.

ISSUE SCHEDULE

VOLUME/ISSUE	SPACE DEADLINE	AD DEADLINE
V7.1/JAN 2010	Nov. 6, 2009	Nov. 20, 2009
V7.2/FEB 2010	Dec. 4, 2009	Dec. 18, 2009
V7.3/MAR 2010	Jan. 4, 2010	Jan. 22, 2010
V7.4/APR 2010	Feb. 5, 2010	Feb. 19, 2010
V7.5/MAY 2010	March 5, 2010	March 19, 2010
V7.6/JUN 2010	April 2, 2010	April 16, 2010
V7.7/JUL 2010	May 3, 2010	May 21, 2010
V7.8/AUG 2010	June 4, 2010	June 18, 2010
V7.9/SEP 2010	July 3, 2010	July 23, 2010
V7.10/OCT 2010	July 2, 2010	Aug. 20, 2010
V7.11/NOV 2010	Sep. 4, 2010	Sep. 17, 2010
V7.12/DEC 2010	Oct. 2, 2010	Oct. 22, 2010
V8.1/JAN 2011	Nov. 6, 2010	Nov. 19, 2010



BOARD STORIES TELEVISION



Created in 1998, *BSTV* has built its popularity by being an authority on Hawai'i's surf scene, as well as traveling outside Hawai'i to explore great board riding locations and adventures. With authentic Hawaiian content and high-performance action from surfing's front lines, *BSTV* recently revamped the show with a more creative edge, expanding coverage to skate, snow, kite and other board sports, as well as performances by Hawai'i's hippest musical talent. Advertising opportunities include commercials, billboards, product placement, wardrobe, segment and location sponsorships. With one premiere primetime airdate per week, as well as 10-12 bonus airdates per week, viewers have ample time to catch an episode! www.boardstories.com

BILLABONG SURF TV



Manulele, Inc. took over the production for *Billabong Surf TV* in August 2006 and reintroduced the show on OC16. This hard-core surf show is rooted in Hawai'i, covering local and international events. Billabong is one of the top surf companies in the world and has the all-star surf team to prove it: Three-time World Champion Andy Irons, Shane Dorian and many more. Advertising opportunities include commercials, billboards, product placement, segment and location sponsorships. Executive producers Mike Latronic of Manulele, Inc. and Graham Stapleberg of Billabong USA bring you one primetime airdate per week on OC16 with 6-8 additional airdates perweek.

OCEANIC CABLE 16 HAWAII



OC16 is available in over 240,000 homes throughout the Hawaiian Islands as the leader in authentic local programming, carrying the two surf shows and supporting each show with 75 promotional 30-second spots per month across multiple channels including *MTV*, *VH1*, *SPIKE*, *E!*, *ESPN*, *ESPN2*, *TNT*, *Travel*, *FSW* and *FX*. Both shows are also available to digital subscribers on Oceanic Time Warner Cable's free-on-demand service, 24/7 on channel 15.

PLANET X SAN DIEGO



Both surf shows reach 800,000 homes in Southern California via San Diego's *Planet X* channel.

TELEVISION ADVERTISING RATES

	BILLBOARD	15 SEC.	30 SEC.
3 Months	400	1,000	2,000
6 Months	375	900	1,500
8 months	300	800	1,375
12 months	225	700	1,250

(Subject to pre-emption and/or schedule change without notice.)



WEB OPPORTUNITIES

FreeSurf Magazine is powering a visually exciting website that provides surfers with exclusive information, images and video clips of the world's best waves on the ultimate proving ground of the North Shore. This includes the latest industry news of Hawai'i and full length episodes of *Board Stories TV* and *Billabong Surf TV*. We have also launched a giant data base surf directory from A-Z!

At *FreeSurf Magazine* we understand the true potential that the web offers for marketing your company. A successful online marketing campaign means more than driving clicks to your web site. Our marketing professionals know what it takes to attract qualified prospects and convert those leads into sales. Whether you wish to sell products online, promote a service, generate leads, or simply increase brand awareness, we will customize a promotion with your specific objectives in mind. Manulele, Inc. can help you build a unique advertising experience online with www.freesurfmagazine.com and www.boardstories.com

Directory listings/full color card	\$20/per month
Top Web ad banner on home page	\$295/month
Side one Web ad banner on home page	\$195/month
Side two Web ad banner on home page	\$195/month
Video ad spot on home page	\$295/month
Top Web ad banner on subcategory	\$95/month
Side one Web ad banner on subcategory	\$55/month
Side two Web ad banner on subcategory	\$55/month
Video ad spot on subcategory	\$95/month

Manulele, Inc. produces high quality action and life-style images in and out of the water, offering unique **Multi-angle Coverage**.

MANULELE, INC. IS HAWAII'S PREMIERE SURF MEDIA SOURCE

Our stories are authentic and informative and the imagery is better than ever.

Combined with nearly twenty years media experience and over ten years in the field, our awesome production team is ready and able to get your company the images and content you need. We have four in-house shooters, as trigger happy as ever.

Whether it be for print, TV, DVD, websites, advertising, promotions or commercial resale, we can supply you with the drama of Hawai'i's surf scene and your athletes and events in action, daily, weekly, monthly or seasonally.

Every winter there is massive, consistent surf in Hawai'i. We'll be on the beach, in the water and at more than one spot at the same time!

CONTACT

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