

# Hawai'i Construction Career Days Guide

Advertising Specifications for 2022 Sponsorship

The *Hawai'i Construction Career Days Guide* is an educational publication created for high school and community college students who are interested in career opportunities in the construction industry. The magazine is filled with valuable information about the trades, architecture, engineering, and other construction related jobs. This guide is distributed at the Hawai'i Construction Career Days event which draws approximately 1,200 participants each year.

## PRODUCTION CHARGES

Production charges may be assessed for such services as changes and corrections to existing advertisements, design, layout, illustration, scanning, photo composition, photo retouching and other required work. The rate for this work is \$75 per hour.

## SUBMIT AD FILES TO:

**Faith Freitas, Trade Media Hui**  
**Phone: (808) 294-2994**  
**E-mail: [faith@tradedemiahui.com](mailto:faith@tradedemiahui.com)**

## CLOSING DATE

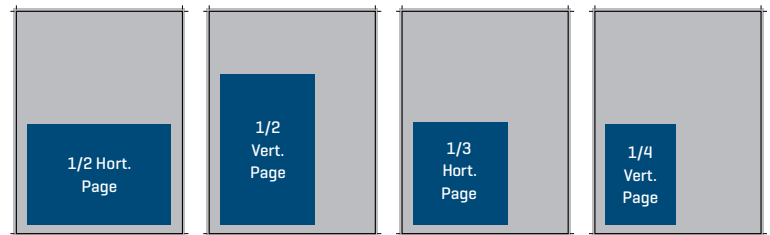
Sponsor Ad Space Close: **August 26, 2022**  
 Sponsor Ad Materials Due: **September 2, 2022**

## EVENT DATES

**September 29, 2022 Aloha Stadium, Oahu**  
**November 3, 2022 Kauai Community College, Kauai**

## MECHANICAL REQUIREMENTS

Sizes	Width x Depth in Decimals	Width x Depth in Inches
Trim	8.125" x 10.875"	8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "
1/2 Page (Hort.)	7" x 4.937"	7" x 4 <sup>15</sup> / <sub>16</sub> "
1/2 Page (Vert.)	4.625" x 7.937"	4 <sup>5</sup> / <sub>8</sub> " x 7 <sup>15</sup> / <sub>16</sub> "
1/3 Page (Hort.)	4.625" x 4.937"	4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>15</sup> / <sub>16</sub> "
1/4 Page (Vert.)	3.437" x 4.937"	3 <sup>7</sup> / <sub>16</sub> " x 4 <sup>15</sup> / <sub>16</sub> "



## PRODUCTION SPECIFICATIONS

*Hawai'i Construction Career Days Guide* is produced utilizing the latest in digital publishing technology. Finished publication-ready layouts can be accepted as e-mail attachments. Files must be Macintosh compatible. **We do not accept negatives, Microsoft Publisher files or PowerPoint files.**

The preferred file type is a 300-dpi PDF \_x-1a, with all fonts and images embedded. Always include document bleed for full-page bleed ads and artwork. If sending a PDF isn't possible, files must be Adobe InDesign CS 3-6, Adobe Illustrator CS 3-6. Adobe Photoshop CS

3-6, or QuarkXPress [v3.32-0]. We also accept Freehand documents that are saved in EPS or PDF format. For file types (except PDF), always include all native files, linked graphics and fonts (printer and screen) used.

Materials submitted for in-house ad production, such as photographs, line art, and logos will reproduce best from original artwork (photographic prints or large, clean, vector line art). Inferior quality originals will require production time - incurring extra charges and may not print to your satisfaction. Macintosh-compatible digital files that are 300 dpi or better can be accepted.



**Licensed Hawaii construction contractors are required by the state Department of Commerce & Consumer Affairs to include their Hawaii license numbers in all advertising. Please ensure this information is included when submitting ad copy or a camera ready ad.**

## FOR MORE INFORMATION:

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 Phone: 808-629-7580  
 Email: [daley@smsihawaii.com](mailto:daley@smsihawaii.com)