

PacRim Marketing Group, Inc
2008 Advertising Media Schedule

Date: 3/21/2008

Media Name	Issue Date	Space Deadline Date	Material Due Date	Circulation	Format
Aloha Express					
Aloha Express	Feb 2008	11/1/2007	12/1/2007	150,000	Quarterly
Aloha Express	Apr 2008	2/4/2008	3/1/2008	150,000	Quarterly
Aloha Express	Jun 2008	4/1/2008	5/1/2008	150,000	Quarterly
Aloha Express	Sep 2008	7/1/2008	8/1/2008	150,000	Quarterly
Aloha Express Yearbook	Nov 2008	8/1/2008	8/29/2008	200,000	Special Issue
Chikyu no Arukikata					
Globetrotter Diving Resort	Mar 2008	12/3/2008	1/4/2008	50,000	12-24 Months
Globetrotter Hawaii Family Vacation Guide	Jun 2008	2/29/2008	4/1/2008	60,000	Every 18 Months
Globetrotter Hawaii Guidebook I	May 2008	2/1/2008	2/29/2008	220,000	Annual
Globetrotter Maui Resort Guide	Oct 2008	7/1/2008	8/1/2008	50,000	Annual
Globetrotter Mook (Excellent Hawaii)	Feb 2008	11/1/2007	12/1/2007	150,000	Semi-Annual
Globetrotter Mook Hawaii (Waikiki/Oahu & Neighbor Islands) /	Nov 2008	8/1/2008	8/29/2008	180,000	Special Issue
Globetrotter Mook Honolulu (Waikiki/Oahu) / Honolulu	Jun 2008	2/29/2008	4/1/2008	180,000	Special Issue
Globetrotter Mook (Romance Hawaii)	Sep 2008	6/2/2008	7/1/2008	150,000	Semi-Annual
Globetrotter Neighbor Island Guidebook II	TBA	TBA	TBA	120,000	18 Months
Hawaii no Arukikata.com					
Hawaii-Arukikata.com - Advertorial	Flexible	N/A	N/A	Impressions	Annual
Hawaii-Arukikata.com - Coupon	Flexible	N/A	N/A	Impressions	Annual
Hawaii-Arukikata.com - Official Hawaii Podcast	Monthly	Ongoing	Two Weeks prior	20,000	Weekly
Hawaii-Arukikata.com - Online Banner / Ongoing	N/A	N/A	Call	Impressions	Monthly
Hawaii-Arukikata.com - Online Marketing Campaigns & Research	Flexible	N/A	N/A	Impressions	Monthly
Hawaii-Arukikata.com - Video / Ongoing	N/A	N/A	Call	Impressions	Monthly
Other Hawaii Publications					
JJ Hawaii Book	TBA	TBA	TBA	150,000	Annual
Guam Publication					
Globetrotter Guam Guidebook	Nov 2008	8/1/2008	8/29/2008	150,000	Annual
Globetrotter Guam Mook (Shopping & Dining)	Jul 2008	4/1/2008	5/1/2008	180,000	Annual
Globetrotter Guam Resort Guide	Sep 2008	6/2/2008	7/1/2008	60,000	Annual
Globetrotter Guam With Kids	Apr 2008	1/4/2008	2/1/2008	60,000	Annual
Globetrotter Saipan Guidebook	Apr 2008	1/4/2008	2/1/2008	110,000	Annual
Nouveau - Tumon Sands Selection	Aug 2007	6/1/2007	7/1/2007	20,000	Quarterly
Nouveau - Tumon Sands Selection	Feb 2008	11/1/2007	12/3/2007	20,000	Quarterly
Nouveau - Tumon Sands Selection	May 2008	2/1/2008	3/3/2008	20,000	Quarterly
Nouveau - Tumon Sands Selection	Aug 2008	5/1/2008	6/2/2008	20,000	Quarterly
Nouveau - Tumon Sands Selection	Nov 2008	8/1/2008	8/29/2008	20,000	Quarterly

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*Rates and dates are subject to change

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USA Publication					
Globetrotter Florida USA Guidebook	Nov 2008	8/1/2008	8/29/2008	80,000	12-18 Months
Globetrotter Las Vegas Resort Guide	Jan 2008	10/1/2007	11/1/2007	80,000 per	Annual
Globetrotter Los Angeles Guidebook	Apr 2008	1/4/2008	2/1/2008	120,000	Annual
Globetrotter Los Angeles Resort Guide	Oct 2008	TBA	TBA	60,000	Annual
Globetrotter New York Guidebook	May 2008	2/1/2008	2/29/2008	150,000 per	Annual
Globetrotter Orlando/Florida Resort Guide	2/1/2008	TBA	TBA	60,000 per	Annual
Globetrotter San Francisco Guidebook	Sep 2008	6/2/2008	7/1/2008	100,000	Annual
Globetrotter Seattle USA Guidebook	Apr 2008	1/4/2008	2/1/2008	60,000	12-18 Months
Globetrotter West Coast USA Guidebook	Apr 2008	1/4/2008	2/1/2008	110,000	Annual
HIS					
H.I.S. Love Hawaii	December, 20th	TBA	TBA	100,000	Quarterly
H.I.S. Love Hawaii	March 19th, 2008	2/29/2008	3/7/2008	100,000	Quarterly
H.I.S. Love Hawaii	June 20th, 2008	TBA	TBA	100,000	Quarterly
H.I.S. Love Hawaii	September 20th,	TBA	TBA	100,000	Quarterly
JAL					
JAL Agora	Monthly	65 days before	45 days before	570,000 Per	Monthly
JAL Guide	Aug 2008	4/21/2008	5/20/2008	150,000	Annual
JAL In-Flight Video / Guam	Call for information	Call for information	Call for information	Aboard all	Annual
JAL In-Flight Video / Hawaii	Call for information	Call for information	Call for information	Aboard all	Annual
JAL Skyward	Monthly	80 days before	45 days before	840,000 /	Monthly
Northwest Airlines					
Northwest Airlines - NWA World Traveler	Jan 2008	11/1/2007	12/1/2007	1,000,000	Bi-Monthly
Northwest Airlines - NWA World Traveler	Mar 2008	1/4/2008	2/1/2008	1,000,000	Bi-Monthly
Northwest Airlines - NWA World Traveler	May 2008	3/1/2008	4/1/2008	1,000,000	Bi-Monthly
Northwest Airlines - NWA World Traveler	Jul 2008	5/1/2008	6/1/2008	1,000,000	Bi-Monthly
Northwest Airlines - NWA World Traveler	Sep 2008	7/1/2008	8/1/2008	1,000,000	Bi-Monthly
Northwest Airlines - NWA World Traveler	Nov 2008	9/1/2008	10/1/2008	1,000,000	Bi-Monthly
Pacific Journey					
Pacific Journey / Spring	(Mar-May) 2008	1/15/2008	2/6/2008	175,000	Quarterly
Pacific Journey / Summer	(Jun-Aug 2008	4/15/2008	4/25/2008	175,000	Quarterly
Pacific Journey / Fall	(Sep-Nov) 2008	7/15/2008	7/25/2008	175,000	Quarterly
Pacific Journey / Winter	(Dec-Feb) 2008	10/15/2008	10/25/2008	175,000	Quarterly
The Honolulu Advertiser					
The Honolulu Advertiser	Weekly, Wednesday	Friday Prior to	Friday Prior to	21,000	Weekly

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