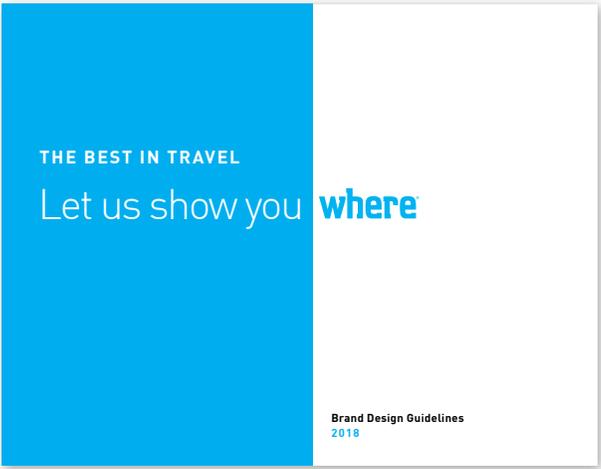


PROJECT: WHERE® BRAND

Description: Where® Guestbook, Where® magazine, Where® Quick Guide, wheretraveler.com, Where® Brand Guidelines.

Active role: design, art direction.

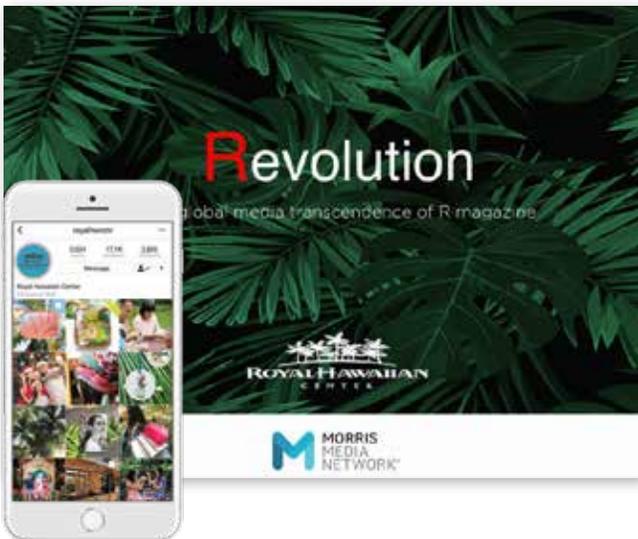


where®

PROJECT: R[®] BRAND

Description: R magazine, royalhawaiiancenter.com, R Media Kit, RFP proposal, fashion feature.

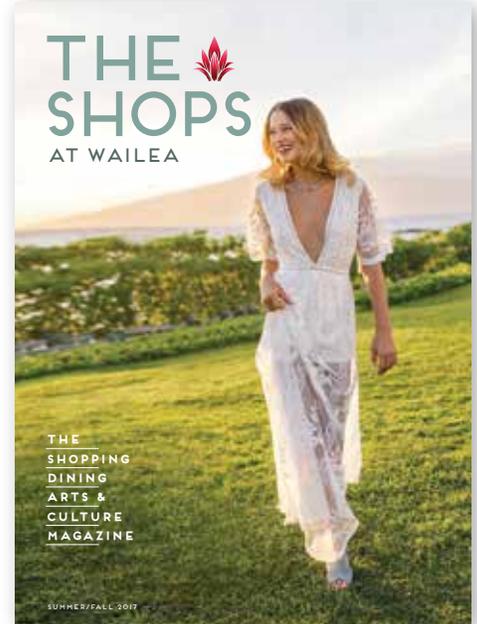
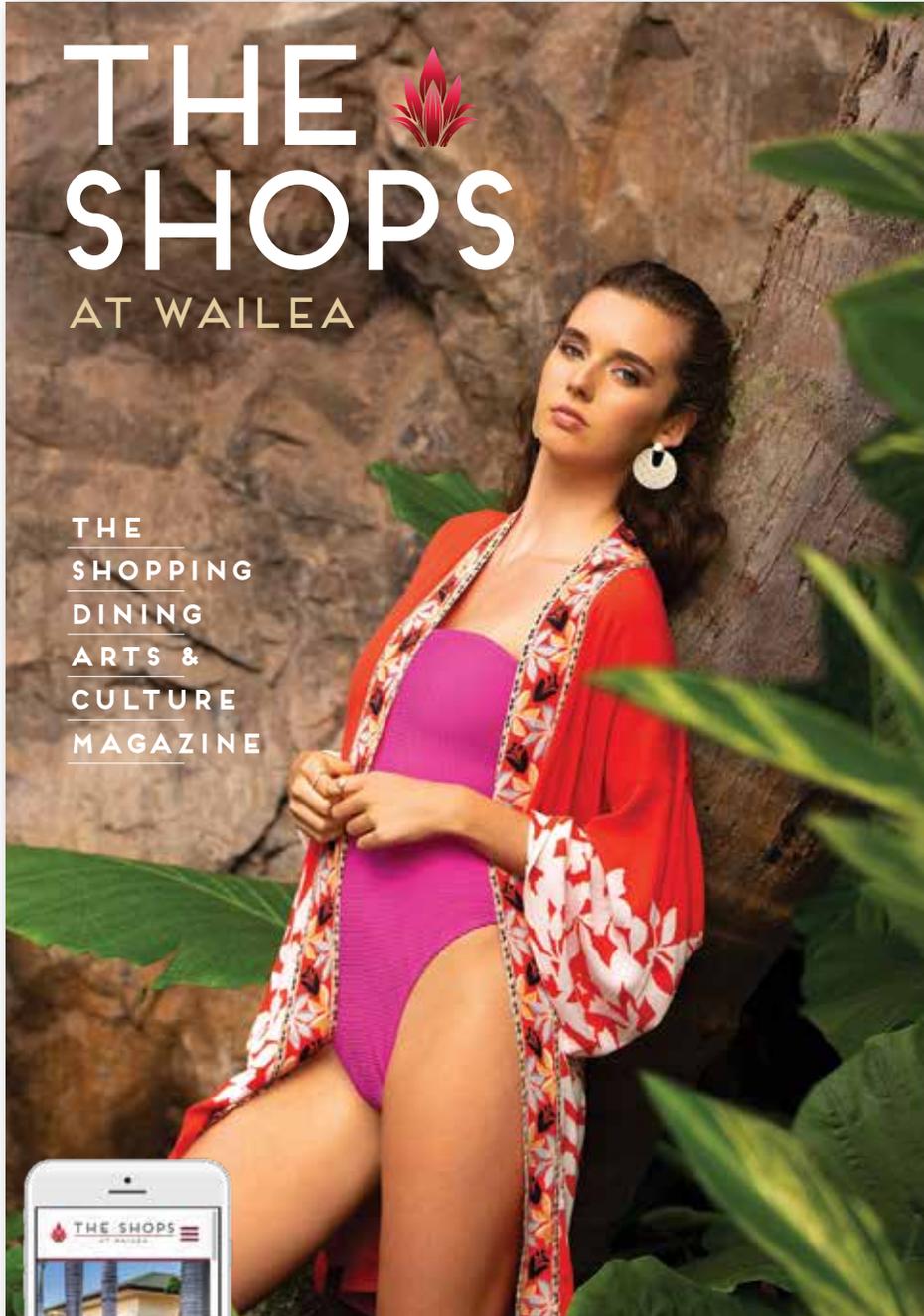
Active role: design, art direction.



PROJECT: THE SHOPS AT WAILEA

Description: magazine, theshopsatwailea.com

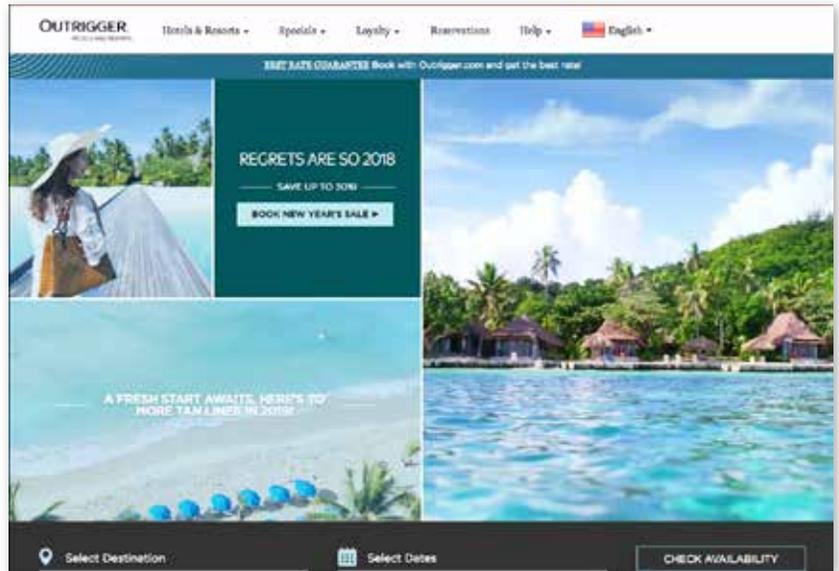
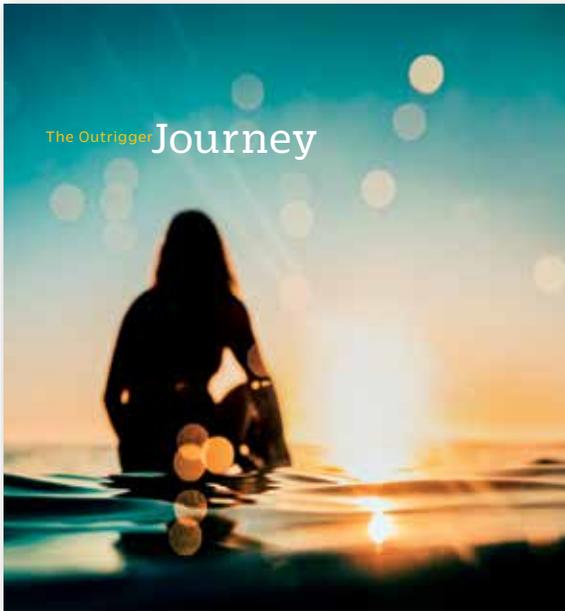
Active role: design, art direction.



PROJECT: OUTRIGGER® BRAND

Description: Outrigger Journey book, Outrigger.com, identity, app, Best of Oahu, Exclusively for You, presentation.

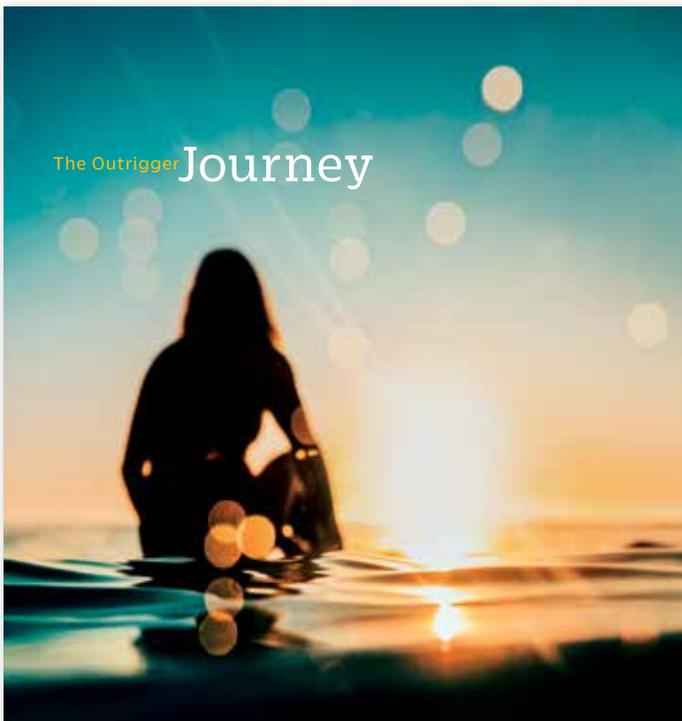
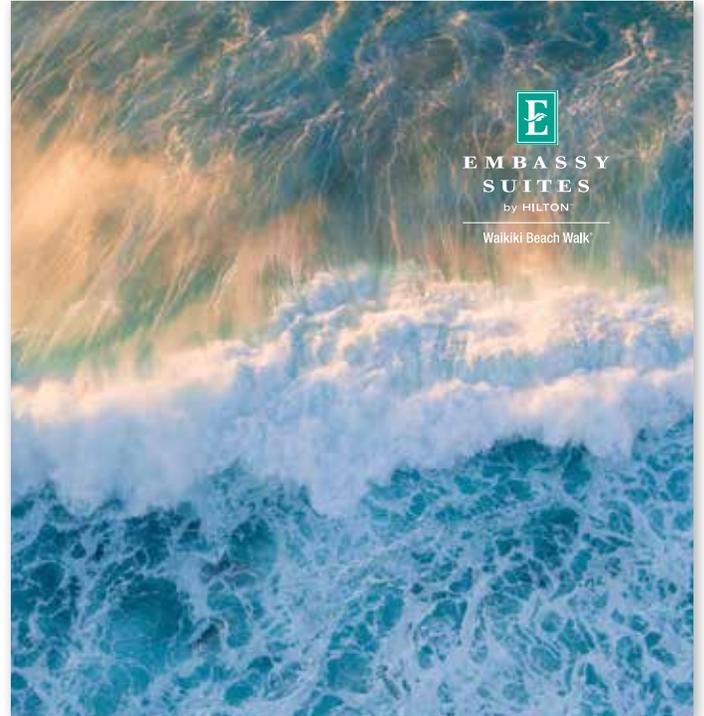
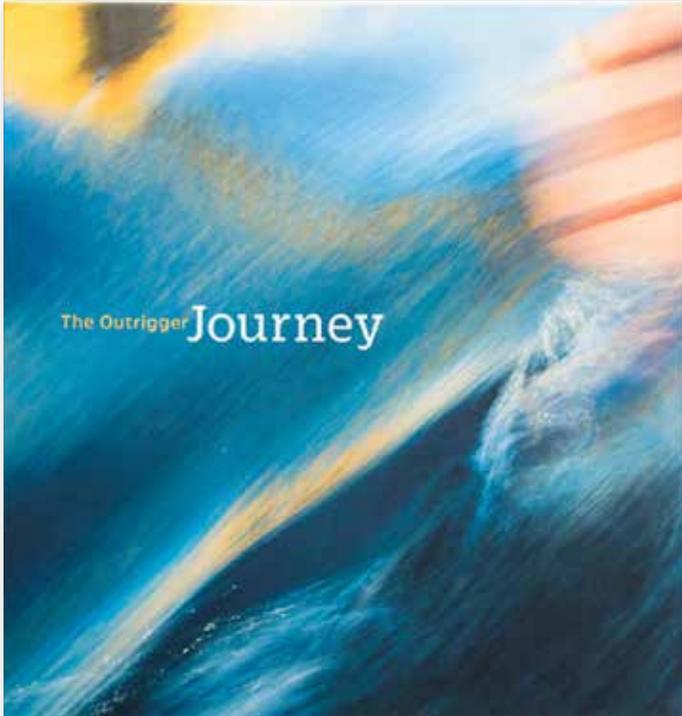
Active role: design, art direction.



PROJECT: OUTRIGGER® BOOKS

Description: The Outrigger Journey and Embassy Suites books.

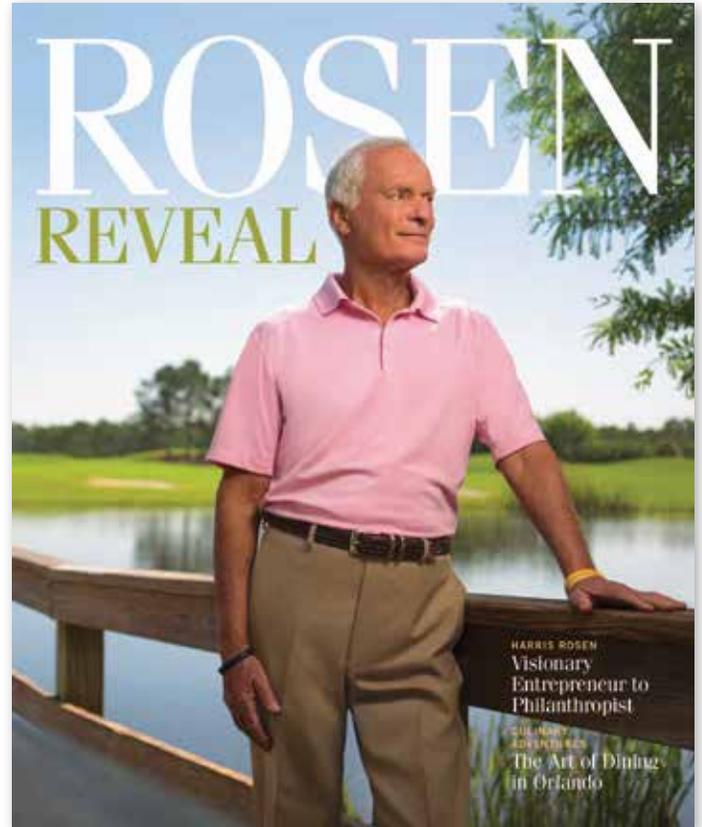
Active role: design, art and photo direction, photo research.



PROJECT: MAGAZINES

Description: San Francisco Where magazine, Rosen Reveal, North Lake Tahoe Visitor Guide, Where to Ski Reno Tahoe.

Active role: design, art direction, photo research.



PROJECT: BROCHURES & BOOKLETS

Description: Reno Tahoe Visitor Planner, Tahoe South, Where SKI Reno Tahoe.

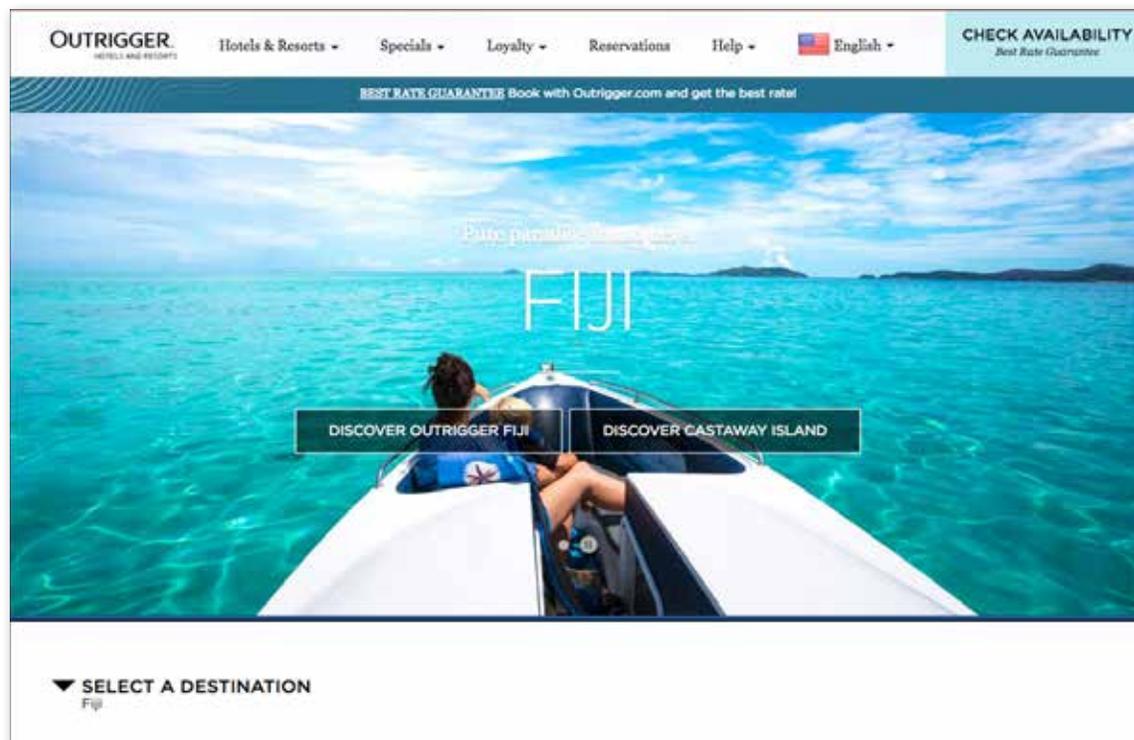
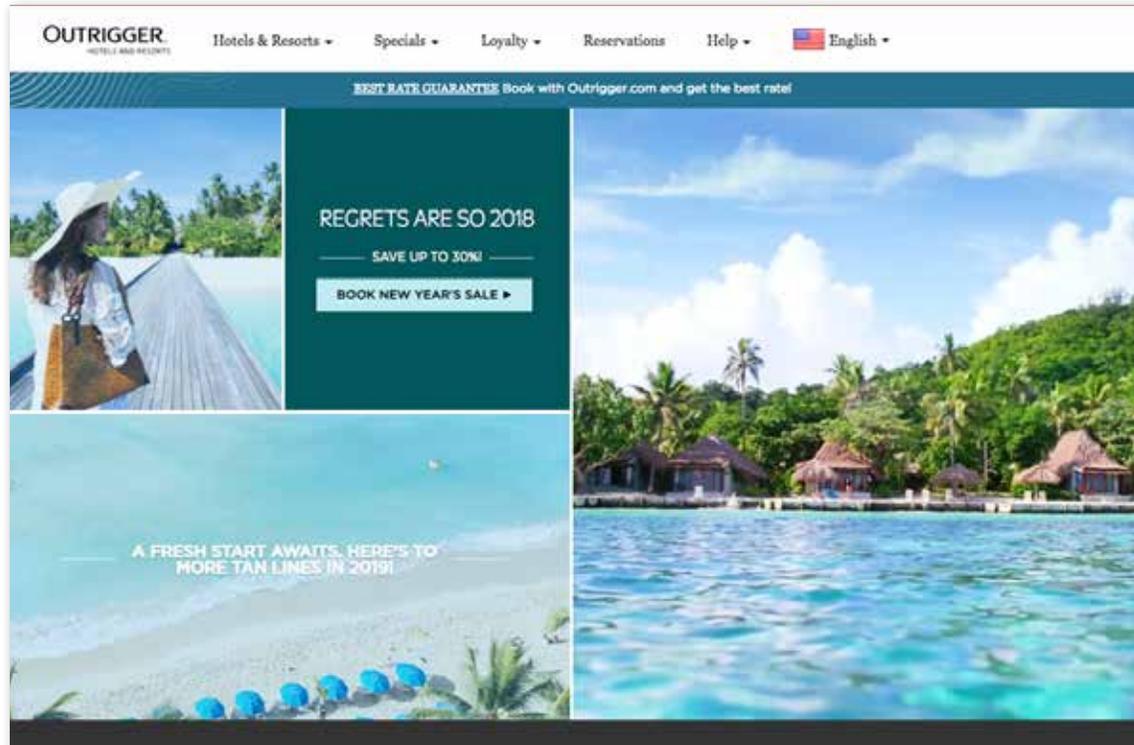
Active role: design, art direction, photo research.



PROJECT: WEBSITE

Description: Outrigger.com website

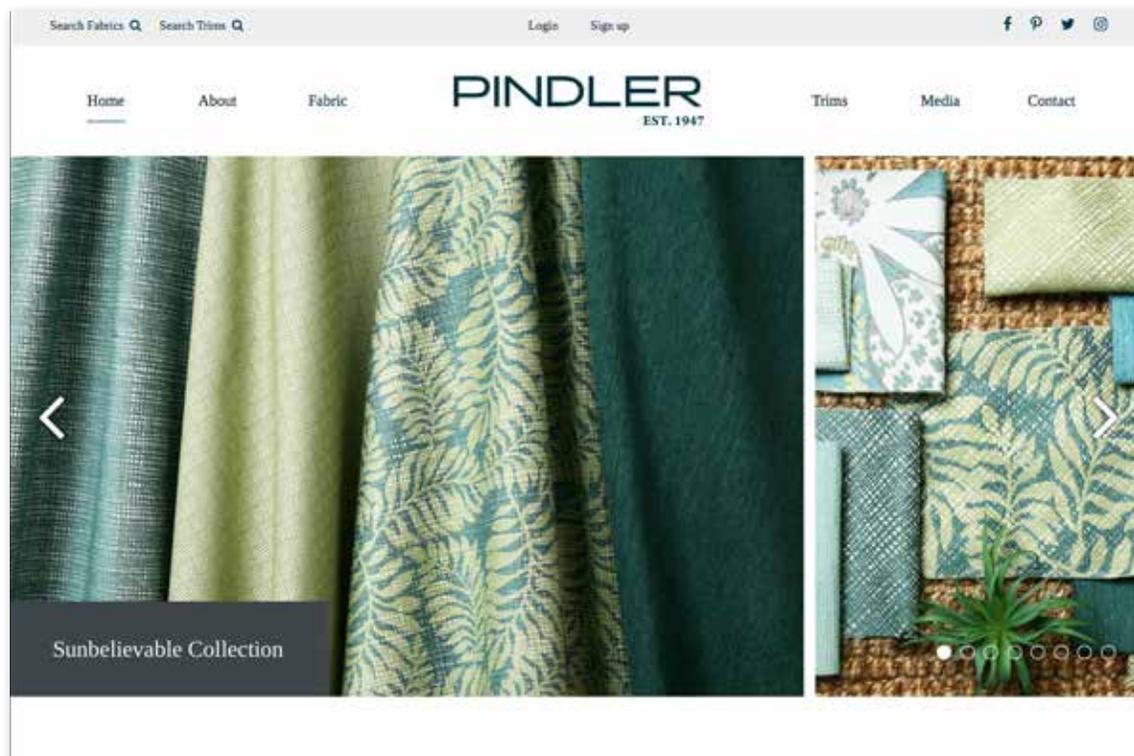
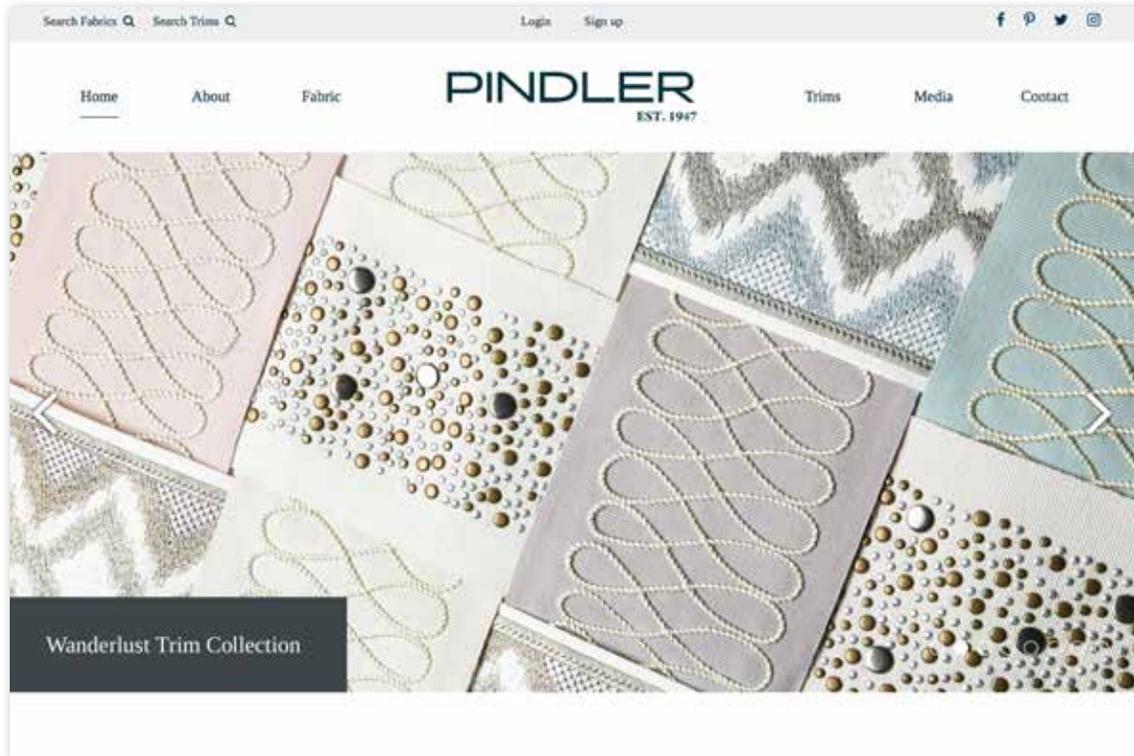
Active role: design, art direction.



PROJECT: WEBSITE

Description: Outrigger Journey website

Active role: design, art direction.



PROJECT: WEBSITE

Description: HyperGear website.

Active role: design.



PROJECT: PRESENTATION

Description: Where National 2018 Media Kit.

Active role: design, art direction.



2018 National Print Media Kit

where Map Rates

Market	Back Panel	Full Panel	2/3 Panel	1/2 Panel	1/3 Panel	1/4 Page	Enhanced Listing (Map coordinates only)	Market	Back Panel	Full Panel	2/3 Panel	1/2 Panel	1/3 Panel	1/4 Page	Enhanced Listing (Map coordinates only)
Atlanta	\$11,900 (1x)	\$12,200 (1x)	\$6,300 (1x)	n/a	\$4,000 (1x)	n/a	\$1,340 (1x)	New Orleans	\$13,200	\$11,800	n/a	\$4,000	n/a	n/a	\$2,500
Alexandria (NAL, Old Town Map)	\$1,950	\$4,950	n/a	\$2,900	n/a	\$1,750	n/a	New York	\$10,400 (1x)	\$16,440 (1x)	n/a	\$6,475 (1x)	n/a	n/a	n/a
Baltimore	\$11,000	\$4,700	\$4,620	\$5,050	\$3,630	\$2,440	\$2,510	Dallas	\$4,500	\$3,750	\$2,700	\$2,063	\$1,400	\$1,078	\$472
Beetoo	\$14,400	\$11,400	\$7,900	\$6,300	\$4,370	\$3,450	\$1,800	Orlando	\$9,400	\$6,400	\$1,800	\$4,800	\$3,400	\$2,400	\$2,400
Charlotte	\$1,000	\$4,000	\$4,300	\$1,900	\$2,240	n/a	\$1,000	Philadelphia	\$8,500	\$7,790	n/a	\$3,700	n/a	n/a	\$2,900
Chicago	\$9,370	\$12,760	\$9,700	\$7,000	\$4,760	\$3,370	\$2,670	San Antonio	\$9,650	\$7,800	\$1,670	\$4,200	\$2,740	\$2,260	\$1,300
Dallas	\$8,000	\$4,000	\$4,700	\$3,400	\$2,400	\$1,700	\$1,500	San Francisco	\$17,975	\$16,530	n/a	\$6,375	n/a	n/a	\$2,770
Houston	\$3,400	\$4,900	n/a	\$7,000	n/a	n/a	\$1,840	Seattle	\$17,500	\$15,500	n/a	\$8,500	n/a	\$5,500	\$3,500
Kauai	\$4,300	\$3,750	\$2,700	\$2,043	\$1,400	\$1,018	\$872	St. Louis	\$9,500	\$7,790	\$3,300	\$4,400	\$3,000	n/a	\$1,950
Las Vegas	\$8,800 (1x)	\$7,200 (1x)	n/a	\$4,045 (1x)	\$3,000 (1x)	\$2,175 (1x)	n/a	Toronto	\$16,975	\$12,475	\$7,700	\$4,360	\$5,675	n/a	\$1,000
Miami (w/ The Key)	\$10,900 (1x)	\$15,000 (1x)	\$6,800 (1x)	\$5,400 (1x)	\$4,230 (1x)	\$3,600 (1x)	\$3,300 (1x)	Twin Cities	\$8,000	\$4,500	n/a	n/a	\$4,000	n/a	\$1,750
Nashville	\$12,000	\$8,000	\$5,700	\$4,400	\$2,907	n/a	\$1,840	Waikiki Walking Map	n/a	\$12,000	n/a	\$8,700	\$5,200	n/a	n/a
								Washington DC	\$17,500	\$14,700	\$10,500	\$8,000	\$5,400	\$4,200	\$3,420

WHERE Media Kit 2018 17

PROJECT: PROPOSAL

Description: Integrated Media Partnership Proposal for Roberts Hawaii.

Active role: design, art direction.



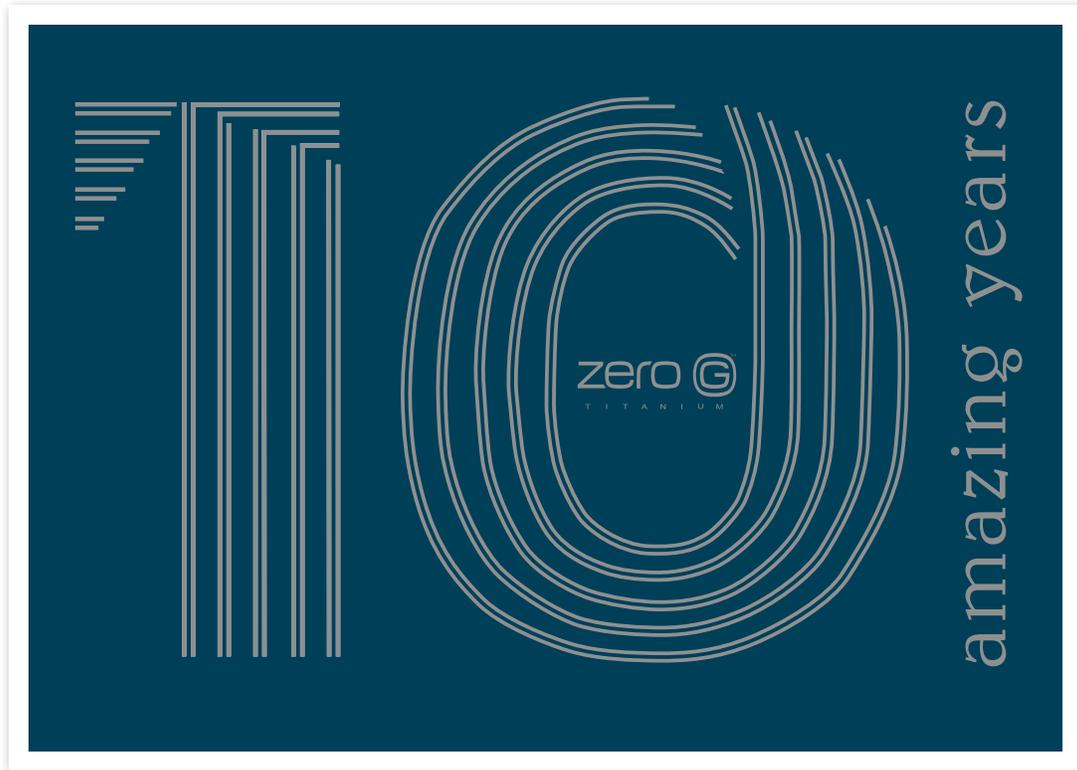
REVENUE PROJECTIONS

Roberts Hawaii's Best of Oahu	Monthly	Annual	Notes	At 50% Sales
Sales Revenue				
Roberts Best of Oahu	\$12,000	\$144,000	12 pages @ \$1,000 per month	\$72,000
Onboard Video	\$18,000	\$216,000	20 min loop, 18 spots (30 seconds each) @ \$1,000 per month	\$108,000
Bus Wrap (rear only)	\$40,000	\$480,000	40 buses @ \$1,000 per month each	\$240,000
Onboard Signage	\$40,000	\$480,000	40 buses @ \$1,000 per month each (4 signs per bus @ \$250 each)	\$240,000
Total Revenue	\$110,000	\$1,320,000		\$660,000
Direct Expenses				
Roberts Hawaii	\$11,000	\$132,000	10% of total revenue	\$66,000
Total Expenses	\$43,167	\$518,004		\$518,004

PROJECT: CARDS

Description: Born in Brooklyn and Zero G cards.

Active role: design, illustrations.



PROJECT: PHOTOGRAPHY

Description: lifestyle photography.

Active role: photographer.

