sp street PULSE

AN EDITION OF Star Advertiser

A ONE-STOP SHOP FOR EVERYTHING FRESH!

Find your best customers

- *Street Pulse* is a photo-intense, edgy showcase of hot young adults who make the best out of life in Honolulu.
- From fit attractive import models, stuff for gamers, body art, the coolest rides, *Pulse* pictures, MMA scene and all the latest happenings at the hot nightclubs and beyond, you'll find it all in *Street Pulse*.
- *Street Pulse* gives private party sellers and small businesses a very affordable and cost efficient way to reach more people and increase their sales.

48,000 COPIES circulated weekly!

500 RACK LOCATIONS throughout Oahu!

DEADLINES

Street Pulse publishes every Friday

SPACE	CAMERA READY	PUBLICATION
Tuesdays by Noon	Wednesdays by 5 P.M.	Every Friday

DISPLAY RATES & SIZES

FREQUENCY	DISPLAY RATE (PER COL. INCH)	LINE RATE (PER LINE)
52x	$9	$1.00
26x	$14	$1.25
13x	$19	$1.75
OPEN	$24	$2.00

Rates effective March 1, 2012. All rates subject to Hawai'i General Excise Tax. Rates subject to change.

PHOTO SELL BOXES

# OF BOXES PER WEEK	COST (PER BOX)
1 – 5	$80
6 – 10	$65
11 – 15	$50
16+	$30

MODULAR PAGE SIZES

AD SIZE	DIMENSION (WIDTH X HEIGHT)
Full Page	9.7" x 10"
Half Page (h)	9.7" x 5"
Half Page (v)	4.808" x 10"
Quarter Page	4.808" x 5"

CLASSIFIED COLUMN WIDTHS

COLUMN	INCHES	COLUMN	INCHES
1 col.	.895"	6 col.	5.787"
2 col.	1.873"	7 col.	6.765"
3 col.	2.852"	8 col.	7.743"
4 col.	3.830"	9 col.	8.721"
5 col.	4.808"	10 col.	9.7"

For More Information, Call Today!

529-4700

Star Advertiser

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STREET PULSE RATE CARD 12.QXD/REV. 2.29.12