



Star-Advertiser CLASSIFICATIONS	Monday - Saturday (per column inch)	Sunday (per column inch)
Circuit Court Notices	\$34	\$44
Funeral Notices*	\$92	\$103
Foreclosure Notices	\$50	\$50
Legal Notices	\$71	\$82
Name Change*	\$189 (flat rate)	\$189 (flat rate)
Additional Names	\$15.75 (per name)	\$21 (per name)

*Cash in advance

Deadlines

Three working days prior to publication date. Deadlines are moved up one day during holidays. Last minute ads may be accepted one working day prior to publication.

Publication Day	Order Deadline
Monday	Tuesday 12 noon
Tuesday	Wednesday 12 noon
Wednesday	Thursday 12 noon
Thursday	Friday 12 noon
Friday	Monday 12 noon
Saturday	Tuesday 12 noon
Sunday	Tuesday 12 noon

Classified Column Widths

1 column	.895"	5 picas 4.5 points
2 column	1.873"	11 picas 2.9 points
3 column	2.852"	17 picas 1.3 points
4 column	3.830"	22 picas 11.8 points
5 column	4.808"	28 picas 10.2 points
6 column	5.787"	34 picas 8.6 points
7 column	6.765"	40 picas 7.1 points
8 column	7.743"	46 picas 5.5 points
9 column	8.721"	52 picas 4 points
10 column	9.7"	58 picas 2.4 points

Legal Advertising Specialists

Lisa Kaukani / Direct: 808.529.4344
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Rose Rosales / Direct: 808.529.4825
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Electronic Delivery

Ads may be submitted via email or (preferred method) ftp site.
 Email: 2MB limit. Contact your A.E. to use this method of delivery.
 Ftp delivery: <http://ftp3-new.staradvertiser.com>
 Enter your contact email; Enter your email;
 Upload file by clicking on "upload" button.
 Fax or deliver a hard copy of the ad to your A.E.'s attention: 529-4898

Technical Requirements

Standard Format: PDF/X-1a (PDF/X-1a:2001) files are preferred. Files must be provided at actual image (ad) size. All extraneous information should be removed and transparencies flattened.

All digitally supplied files must be accompanied by a hard copy proof by deadline.

Images within your PDF should be saved at 200 ppi for correct reproduction in newsprint.

Color image tone range: a 2% cyan dot is the minimum highlight dot to hold the lightest detail, with a 1% magenta and 1% yellow dot to maintain gray balance. Neutral shadow dot area should be 60%, 50%, 50%, 80% for CMYK, respectively. Total dot area should not exceed 240% in any part of the image.

Classified Page Sizes

full page broadsheet	9.7" × 20"
double truck broadsheet	21" × 20"
full page tabloid	9.7" × 10"
double truck tabloid	20" × 10"

Legal Advertising Extras

Affidavits	\$27 each
Color	\$27 pci
Online	\$58 ea./order
Photo (black and white)	\$27 ea./order
Photo (full color)	\$55 ea./order
Logo	\$27 ea./order
Funeral Notice Artist Fee	\$158 /order

Rules that are 4 points or thinner, as well as small type, should be reproduced as one color only. Small type is defined as:

- sans-serif type that is 7 points or smaller
- serif type that is 12 points or smaller
- fine-serif type, such as Bodoni, that is 14 points or smaller.

Type smaller than 12 points should not be reversed on a four-color background and type smaller than 10 points should not even be reversed on a single-color background.

For design guidelines, please refer to SNAP, Specifications for Newsprint Advertising Production. For line art, 1200 pixels per inch give the best results.

Industry Standards / Liabilities

All camera-ready files must be accompanied by a proof of the file which represents a complete ad in its proper size. Proofs reduced to fit a small page must indicate the print has been reduced for this purpose alone. In addition, delivery in other file formats for Mac (Quark XPress, InDesign) must always be accompanied by all image files and fonts. If multiple layouts are sent on the same media the correct file name must appear on each proof.

All colors must be created with a CMYK model and all files should be prepared for process color separation. No RGB, Pantone or PMS colors.

As is the industry standard, it is the sole responsibility of the originator to properly prepare and provide all files according to recommendation outlined by Oahu Publications. Failure to provide files as required can cause unpredictable errors when the files are output. Oahu Publications assumes no liability for any work that does not adhere to these guidelines. For additional information, call 808-529-4700 or speak to your account executive.

Star Advertiser

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