

RETAIL RATES 2018



Star Advertiser

500 Ala Moana Blvd Suite 7-500 | Honolulu | Hawaii 96813
529-4700 | staradvertiser.com

EFFECTIVE
JANUARY 1
2018

Midweek



Since its establishment in 2001, Oahu Publications, Inc. has emerged as Hawaii's major media company. OPI's flagship publication, the *Honolulu Star-Advertiser*, was established in 2010 when OPI purchased *The Honolulu Advertiser* from Gannett Corp. and merged it with its own newspaper, the *Honolulu Star-Bulletin*, to become the *Honolulu Star-Advertiser*.

OPI publishes a diverse group of products including *MidWeek Oahu and Kauai*, *tgif*, *Dining Out*, *Street Pulse*, *Hawaii Renovation*, *Ho'okele-Pearl Harbor-Hickam News*, *Hawaii Tribune-Herald* and *West Hawaii Today on Hawaii Island*, *The Garden Island on Kaua'i* and *Big Island TV Week*. OPI also produces specialty products including *HILuxury Magazine*, *Waikiki Magazine*, *Ko Olina*, *Kahala Life*, *101 Things To Do*, *Disney® Aulani*, *Aloha Hilton Hawaiian Village*, *Aloha Hilton Waikoloa Village*, *Trump Ho'okipa*, *Castle Resorts & Hotels Ho'onaunea*, *Go Kailua Magazine*, *Go Kapolei Magazine*, *Drive Magazine*, *staradvertiser.com*, *Hawaii.com* and *Honolulupulse.com*. OPI's Direct Mail Division, OPI Direct Mail, has been one of Hawaii's largest full-service mailers for over 30 years.

No other media source comes close to reaching as many Hawaii consumers. OPI's diverse product portfolio allows advertisers to reach masses, zero in on a specific zip code or target specific niche markets.

OPI's state-of-the-art manroland offset printing press, the RegioMAN, can print at speeds up to 70,000 papers per hour while producing the highest-quality cold-set printing in Hawaii. The press gives crisp, clean text and sharp color reproduction on newsprint, and can print as many as 48 full-color pages. This allows OPI to offer a full spectrum of color printing services and full direct-mail options.

Reach

Honolulu Star-Advertiser:

6-day cume	453,450 (58% of) Oahu adults
Daily average-issue circulation	115,561
Daily average-issue reach	264,533 (34% of) Oahu adults
Sunday average-issue circulation	131,940
Sunday average-issue reach	345,351 (44% of) Oahu adults

StarAdvertiser.com:

7-day reach	109,686 (14% of) Oahu adults
30-day reach	156,739 (20% of) Oahu adults
Monthly page views	12,414,982 worldwide
Monthly unique visitors	1,421,993 worldwide

Print and Online combined:

7-day print and 7-day online	481,443 (61% of) Oahu adults
7-day print and 30-day online	495,094 (63% of) Oahu adults

Sources: Circulation - AAM Consolidated Media Report 2016
 Reach: Nielsen-Scarborough 2017 Release 2
 Page views, unique visitors - Google Analytics January 2018



PERSONNEL

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FOR NATIONAL ADVERTISING:

Director of Sales & Marketing
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 lwoo@staradvertiser.com

2018 Star-Advertiser Retail Rates



Star-Advertiser Retail Rates

Retail Column Inch Rates

Investment Level	Mon-Tue Sat	Wed-Thurs Fri	Sunday	Color Rate per inch
Open	\$131	\$163	\$170	\$37
\$10,000	\$107	\$114	\$119	\$28
\$25,000	\$100	\$108	\$112	\$28
\$50,000	\$91	\$102	\$106	\$26
\$85,000	\$83	\$92	\$102	\$26
\$125,000	\$79	\$88	\$91	\$24
\$250,000	\$71	\$82	\$89	\$22

Star-Advertiser Non-Profit Rates

Retail Column Inch Rates

Mon-Tue Sat	Wed-Thurs Fri	Sunday	Color Rate per inch
\$79	\$88	\$91	\$24

Akamai Bulk Prime (Friday & Sunday)

5 ads or less in 28 days, no more than 1 change

Total Inches	Black & White	Color
30"-79"	\$104	\$118
80"-144"	\$95	\$111

Akamai Bulk (Monday-Thursday & Saturday)

5 ads or less in 28 days, no more than 1 change

Total Inches	Black & White	Color
30"-79"	\$98	\$113
80"-144"	\$90	\$109

Dining Out Rates



Dining Out & TGIF Combo	Black & White	Color
Open	\$170	\$200
26X	\$107	\$129
26x w/3 Ala Carte Stories	\$150	\$154
52X	\$99	\$108

Dining Out or TGIF Only	Black & White	Color
Open	\$129	\$157
26X	\$85	\$105
52X	\$69	\$84

Hawaii Renovation Rates



4" Minimum Ad Size	Color Rate Per Inch	Features Included
Open	\$146	
26X	\$85	(5) Inside advertorial
52X	\$79	(12) Inside advertorial and text code features

8" Minimum Ad Size	Color Rate Per Inch	Features Included
52X	\$71	(10) Inside advertorial (1) Front cover feature (1) Back cover feature Text code feature

***Contact your Account Executive today for all your added value features!**

Pick up your ad into MidWeek's Good Food section for just \$78 pci Full Color or \$68 pci Black & White & reach 512,853 Oahu adults in total.

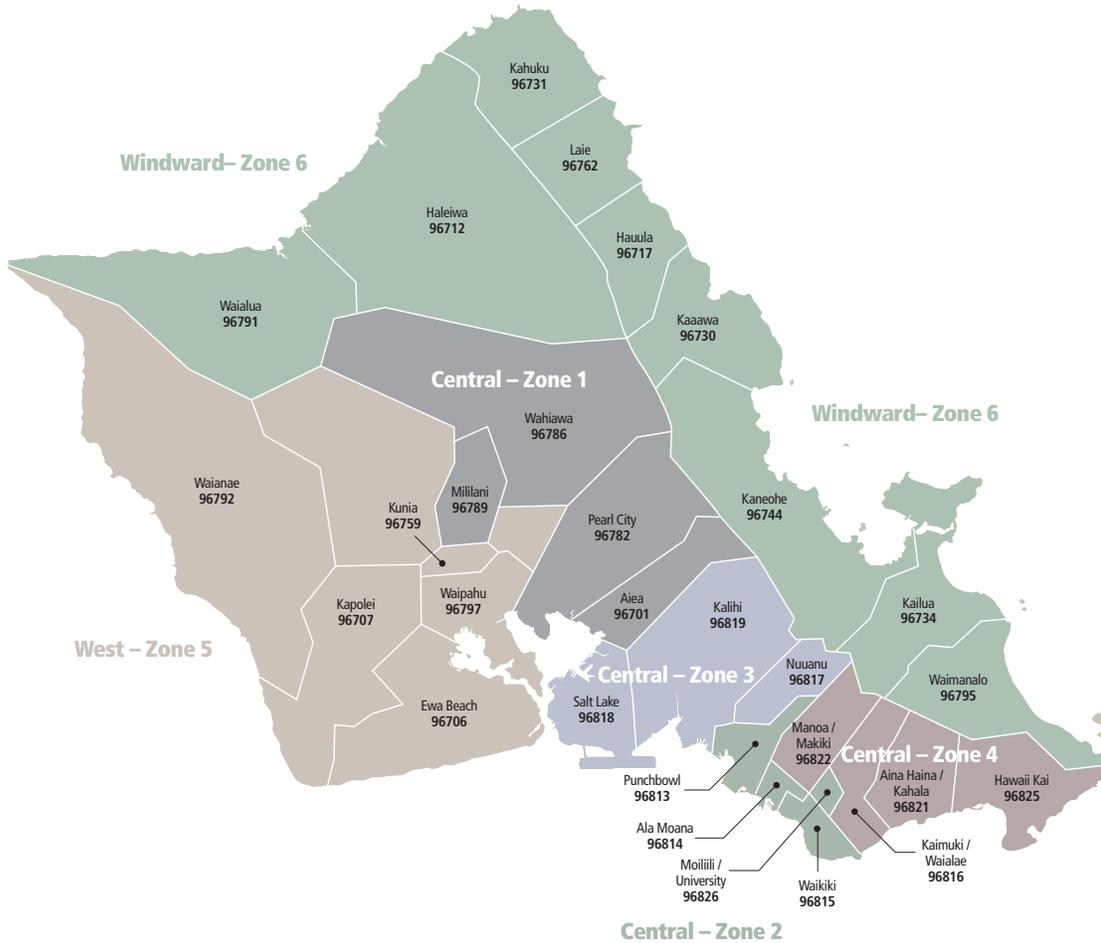
Minimum ad size 4". All Combos include TGIF Where to Dine, Dining Out, Dining Out Directory and Online at Dining.Staradvertiser.com. Week starts with Friday issue.

Updated 1/11/18

Star Advertiser

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staradvertiser.com | midweek.com

2018 Preprint Insert Rates



Central - Zone 1

Aiea
 Pearl City
 Wahiawa
 Mililani

Central - Zone 2

Punchbowl
 Ala Moana
 Waikiki
 Moiliili / University

Central - Zone 3

Nuuanu
 Salt Lake
 Kalihi

East - Zone 4

Kaimuki / Waialae
 Aina Haina / Kahala
 Makiki / Manoa
 Hawaii Kai

West - Zone 5

Ewa Beach / Kunia
 Kapolei
 Waipahu
 Waianae

Windward - Zone 6

Haleiwa
 Hauula
 Kaaawa
 Kahuku
 Kailua
 Kaneohe
 Laie
 Waialua
 Waimanalo

Star-Advertiser Preprint Insert Rates

CPM

Standard	Tab	OPEN		13X		52X	
		Daily	Sunday	Daily	Sunday	Daily	Sunday
	Single Sheets	\$104	\$120	\$89	\$105	\$76	\$88
2 Pages	4 Pages	\$122	\$141	\$108	\$125	\$93	\$108
4 Pages	8 Pages	\$141	\$161	\$127	\$144	\$111	\$128
6 Pages	12 Pages	\$159	\$182	\$145	\$164	\$130	\$147
8 Pages	16 Pages	\$176	\$202	\$164	\$183	\$148	\$167
10 Pages	20 Pages	\$195	\$223	\$182	\$202	\$167	\$187
12 Pages	24 Pages	\$214	\$244	\$200	\$222	\$186	\$206
14 Pages	28 Pages	\$233	\$265	\$218	\$242	\$203	\$225
16 Pages	32 Pages	\$250	\$285	\$237	\$261	\$222	\$245
18 Pages	36 Pages	\$269	\$305	\$255	\$257	\$240	\$265

Pricing for preprints larger than 18-page Standard or 36-page Tabloid are available. Please contact your Account Executive.

Zoning Premium Charge

20,000 - 74,999	\$16 cpm
75,000 - full run	\$11 cpm

HOLIDAYS - Sunday rates apply for holidays. All rates are net and subject to Hawaii's general excise tax of 4.712 percent. Thanksgiving and Christmas will use Sunday distribution totals and full run only.

2018 Preprint Distribution



GENERAL INFORMATION

Wednesday/Friday Full Run	140,542
Full Run Sunday	140,627

	Wednesday/Friday Zone Circulation	Sunday Zone Circulation
Zone 1		
96701 Aiea	5,759	5,922
96782 Pearl City	5,383	5,530
96786 Wahiawa	2,150	2,258
96789 Mililani	7,487	7,749
Total: Zone 1	20,779	21,459
Zone 2		
96813 Punchbowl	5,109	5,247
96814 Ala Moana	2,658	2,770
96815 Waikiki	2,806	2,883
96826 Moiliili / University	3,118	3,221
Total: Zone 2	13,691	14,121
Zone 3		
96817 Nuuanu	5,255	5,483
96818 Salt Lake	3,563	3,752
96819 Kalihi	3,508	3,778
Total: Zone 3	12,326	13,013
Zone 4		
96816 Kaimuki / Waialae	7,417	7,716
96821 Aina Haina / Kahala	3,677	3,758
96822 Makiki / Manoa	5,798	6,096
96825 Hawaii Kai	5,282	5,512
Total: Zone 4	22,174	23,082
Zone 5		
96706 Ewa Beach / 96759 Kunia	4,507	4,889
96707 Kapolei	3,386	3,726
96792 Waianae	2,631	2,783
96797 Waipahu	5,307	5,561
Total: Zone 5	15,831	16,959
Zone 6		
96712 Haleiwa	485	503
96717 Hauula	281	300
96730 Kaaawa	97	101
96731 Kahuku	189	232
96734 Kailua	5,781	5,901
96744 Kaneohe	7,266	7,476
96762 Laie	210	262
96791 Waialua	614	641
96795 Waimanalo	815	957
Total: Zone 6	15,738	16,373
Total: ZONES 1-6	100,539	105,007

Daily Full Run	Wednesday/Friday	Sunday
Total: Zones 1-6	100,539	105,007
Oahu Single copy	25,687	27,527
Oahu NIE	8,042	2,341
Sub-Total: Oahu	134,268	134,875
Neighbor Islands	6,274	5,752
TOTAL: Daily Full Run	140,542	140,627

Star-Advertiser includes 2% spoilage.
 Sunday Star-Advertiser - full run only. Last updated on 1/1/18



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2018 MidWeek Retail Rates



About MidWeek

MidWeek is celebrating over 30 years in Hawaii, a proud testament to its power of reaching almost every household on Oahu. MidWeek is distributed at no charge to 267,859 households on Oahu every Wednesday and is the advertising vehicle for the majority of Oahu's grocers/supermarkets. According to Nielsen-Scarborough, 374,633 Oahu adults read MidWeek every month. This community paper provides a powerful reach for all businesses, small or large. MidWeek gets results.

MidWeek Retail Rates

Retail Column Inch Rates

Investment Level	Per Column Inch (PCI)	Color Rate per inch
Open	\$171	\$37
\$10,000	\$124	\$28
\$25,000	\$116	\$28
\$50,000	\$108	\$26
\$85,000	\$102	\$26
\$125,000	\$98	\$24
\$250,000	\$89	\$22

MidWeek Non-Profit Rates

Retail Column Inch Rates

Black & White	Color Rate per inch
\$98	\$24

MidWeek Preprint Insert Rates cpm

Standard	Tab	OPEN	13X	52X
	Single Sheets	\$122	\$108	\$91
2 Pages	4 Pages	\$141	\$125	\$110
4 Pages	8 Pages	\$159	\$143	\$129
6 Pages	12 Pages	\$176	\$161	\$147
8 Pages	16 Pages	\$195	\$180	\$166
10 Pages	20 Pages	\$214	\$197	\$184
12 Pages	24 Pages	\$233	\$216	\$202
14 Pages	28 Pages	\$250	\$235	\$221
16 Pages	32 Pages	\$269	\$252	\$239
18 Pages	36 Pages	\$288	\$271	\$257

All rates are net and subject to Hawaii's general excise tax of 4.712 percent.

Zoning Premium Charge

20,000 - 74,999	\$16 cpm
75,000 - full run	\$11 cpm



Reach

MidWeek:

MidWeek average-issue distribution	267,859
MidWeek 4-issue reach	374,633 (48% of) Oahu adults

MidWeek and Star-Advertiser:

7-day print reach	556,055 (71% of) Oahu adults
7-day print and 7-day staradvertiser.com	574,611 (73% of) Oahu adults
7-day print and 30-day staradvertiser.com	582,109 (74% of) Oahu adults

Sources: Distribution - AAM Consolidated Media Report 2016

Reach: Nielsen-Scarborough 2017 Release 2

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2018 MidWeek Preprint Distribution



**MidWeek
is zoned by zip code**



MidWeek Preprint Distribution

96701	Aiea	12,631	96819	Kalihi	9,421	96712	Haleiwa	2,117
96782	Pearl City	11,545	96816	Kaimuki	15,504	96717	Hauula	1,750
96786	Wahiawa	9,187	96821	Aina Haina / Kahala	6,584	96730	Kaaawa	662
96789	Mililani	16,934	96822	Makiki / Manoa	14,181	96731	Kahuku	1,162
96813	Punchbowl	9,290	96825	Hawaii Kai	9,490	96734	Kailua	14,733
96814	Ala Moana	7,349	96706/	Ewa Beach / Kunia	17,560	96744	Kaneohe	17,686
96815	Waikiki	11,149	96759	Ewa Beach / Kunia	17,560	96762	Laie	936
96826	Moiliili / University	9,600	96707	Kapolei	10,944	96791	Waiialua	2,458
96817	Nuuanu	16,880	96797	Waipahu	17,405	96795	Waimanalo	2,725
96818	Salt Lake	12,480	96792	Waianae	11,809			

TOTAL: 274,172

MidWeek preprint distribution includes 2% spoilage.

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SPECIFICATIONS AND DEADLINES

1. Insert pallets should be clearly labeled with the product name, total quantity, amount per skid or box, the total amount of skids and the insertion date.
2. If inserts are re-packaged, they should be re-packaged in the original form sent by the printer (same number of pallets, same amount on pallet, same number in a bundle, etc.)
3. Inserts should be packaged by insert date. If a product is running multiple dates, then it should be separated as such.
4. Inserts need to be at least .005" thick. Thinner sheets will often stick together causing "multiples."
5. Different inserts should NEVER be packaged on the same pallet. Verifying the count may be extremely difficult without removing all the bundles or boxes.
6. Insert bundles should not be tied (strapped) if possible. Strapping causes the product to curl and can make it difficult to feed into the insert machine.
7. No more than two turns (compensating stacks) per bundle would be optimum. Additional turns make it more difficult for the inserter to feed the machine.
8. Inserts should be stacked flat and not standing on edge.
9. Deadlines
 - a. Insertion orders due 21 days prior to publication.
 - b. Inserts due 14 days prior to publication.
10. Receiving
Hours are Monday-Friday from 8 am to 3 pm. (HST)
Closed Holidays.

Honolulu Star-Advertiser
4545 Kapolei Parkway
Kapolei, HI 96707
808.690.8833

Contact:
Jim Paule
Packaging & Assembly Manager
808.690.8848
jpaule@staradvertiser.com

FSI Specifications:

The Star-Advertiser uses a 44" web width for all printed products.

Inserts

Width: Measured along the spine	Minimum	3"
	Maximum	11"
Height: Measured perpendicular to spine	Minimum	4"
	Maximum	10.5"
Pagination: Broadsheet	Minimum	4 pages
	Maximum	96 pages
Pagination: Tabloid	Minimum	4 Pages
	Maximum	120 Pages
Pagination: Single Sheet	Minimum	.005"

*4 page tabs and higher must also be at least .005" thick.

Since MidWeek is a publication delivered by the USPS (Postal Service), all inserts must fit within product. No part of any insert may protrude from the jacket. (The Postal Service uses the term "Host" in reference to the jacket.) Thus, these specifications; 11" along the spine (height for a tab insert) and 10.5" perpendicular to the spine (width for a tab insert), MUST NOT BE EXCEEDED. If any dimension of an insert exceeds this specification, it must be quarterfolded prior to insertion.

Additional Notes:

Offset stock can have a different thickness than glossy stock for the same paper weight. Color Express inserts are usually printed on 60# stock. 60# offset stock measures .45" thick while 60# glossy (or enamel) stock is only .3" of an inch – a huge difference (50%).

LATE FEES

Late delivery of any pre-printed inserts will need prior approval. Contact your sales representative for delivery extension dates. All pre-printed inserts delivered after deadline will be assessed at \$1,500 late fee per publication, if inserts are delivered after the agreed extension date, a \$200 a day surcharge will be imposed per publication. Tax will also be added to the surcharge.



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2018 Deadlines / Closing Times



DEADLINES & GENERAL INFORMATION

Publication Day	Sections	Order Deadline & Materials requiring in-house production	Camera-Ready PDF/X-1a Digital Files**	Classified Liner
Monday	Classifieds Main News	Wednesday 6pm Wednesday 6pm	Thursday 5pm Thursday 5pm	Friday 12noon -
Tuesday	Classifieds Main News	Thursday 6pm Thursday 6pm	Friday 5pm Friday 5pm	Monday 4:45pm -
Wednesday	Classifieds Main News Detour, Features, Crave MidWeek MidWeek Voice	Friday 6pm Friday 6pm Thursday 6pm Thursday Noon Tuesday 3pm	Monday 5pm Monday 5pm Friday 5pm Friday 10am Thursday 10am	Tuesday 4:45pm - - Friday 12noon -
Thursday	Classifieds Main News	Monday 6pm Monday 6pm	Tuesday 5pm Tuesday 5pm	Wednesday 4:45pm -
Friday	TGIF Classifieds Detour, Auto Main News Ho'okele-Pearl Harbor, Hickam Street Pulse	Monday 6pm Tuesday 6pm Tuesday 5pm Tuesday 6pm Thursday Noon* Tuesday Noon	Tuesday 5pm Wednesday 5pm Wednesday 5pm Wednesday 5pm Monday 5pm Wednesday 5pm Photo Sells - Wednesday 3pm	- Thursday 4:45pm Thursday Noon - Wednesday Noon Thursday 4:45pm
Saturday	Classifieds Main News	Wednesday 6pm Wednesday 6pm	Thursday 5pm Thursday 5pm	Friday 12noon -
Sunday	Hawaii's Homes, Open Homes Movie Ads Sunday Magazine - All Other Ads Travel TV Week Dining Out Hawaii Renovation Classifieds, Jobs, Autos Main News	Tuesday 6pm Tuesday 6pm Tuesday 5pm Tuesday 6pm Wednesday Noon* Friday 5pm** Tuesday 6pm Wednesday 5pm Wednesday 6pm	Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm Thursday Noon* Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm	Friday 12noon - - - - - - Friday 12noon -

*Weekly publications are one full week in advance of publication. ** Dining Out space deadline 2 Fridays prior to publication date.

***PDF/X-1a File Format: Follow Camera-Ready deadlines. Any other electronic format is due 24 hours prior to Camera-Ready deadlines.

Space Reservations

Space should be ordered as far in advance of the publication date as possible. The chart on this page indicates the final space reservation deadlines.

Double Trucks & National Accounts

Please advance all deadlines for national/international, banner pages, and double truck advertisements by 24 hours.

Holidays

Regular copy and space deadlines will be advanced prior to the week in which holidays occur. Special deadlines will be issued with specified dates for each major holiday. Contact your Account Executive for specific holiday deadline dates.

Cancellations

To cancel advertising, please notify us before space deadline for that publication. Ads canceled after space deadlines are subject to surcharges.



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Retail Display Column Widths (BROADSHEET & TABLOID)

1 column	1.513"	9 picas 0.9 points
2 column	3.150"	18 picas 10.8 points
3 column	4.787"	28 picas 8.7 points
4 column	6.425"	38 picas 6.6 points
5 column	8.062"	48 picas 4.5 points
6 column	9.7"	58 picas 2.4 points

Retail Display Sizes (BROADSHEET)

1/8 pg	4.787" × 5"
1/4 pg	4.787" × 10"
1/2 pg horizontal	9.7" × 10"
1/2 pg vertical	4.787" × 20"
full pg	9.7" × 20"
front pg banner	9.7" × 2"
double truck	21" × 20"

Retail Display Sizes (TABLOID)

1/8 pg	4.787" × 2.5"
1/4 pg	4.787" × 5"
1/2 pg horizontal	9.7" × 5"
1/2 pg vertical	4.787" × 10"
full pg	9.7" × 10"
front pg banner	9.7" × 2"
double truck	20" × 10"
Hawaii Renovation banner	9.7" × 1.5"

Classified/Legal Column Widths (BROADSHEET & TABLOID)

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

Classified/Legal Page Sizes (BROADSHEET & TABLOID)

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

Updated 1/1/18

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.

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.

ELECTRONIC DELIVERY

Ads may be submitted via OPI Uploader (preferred method) or via email

OPI Uploader

website: <http://files2.us> (login required)

User name: guest
password: fileupload

1. Enter the email address of the recipient of the files
2. Enter the name of the sender (email address is allowed)
3. Use the "Choose Files" button to select file to upload (Multiple files can be selected)
4. There is no requirement to fill in the "Upload to:" or "New Subfolder? Name" (These fields are optional)
5. Click "Begin Upload" to start transfer

Email: 2MB limit. Contact your Account Executive to use this method of delivery.



RATE AND CREDIT

All advertising shall be prepaid unless credit accommodations have been established beforehand with the *Honolulu Star-Advertiser/MidWeek* credit department. Amounts not paid in 30 days are assessed a finance charge of 1.5% per month (18% Annual Percentage Rate). Accounts with a balance of thirty or more days past due are subject to credit discontinuance without notice. All charges are due and payable on the twentieth day of the month following publication.

Any *Star-Advertiser* ad measuring more than 17.5" deep will be set to full page depth (20") and charged accordingly. Any *MidWeek*/tabloid format display ad measuring more than 9" deep will be set to full page depth (10") and charged accordingly. All display ads are billed to the nearest quarter inch.

Advertisers signing dollar volume contracts will be billed at the applicable rate on the current rate card. Advertisers will be rebilled at the appropriate higher rate if contract is not fulfilled.

The *Honolulu Star-Advertiser/MidWeek* may, at its sole discretion, offset any credits due an advertiser hereunder against amounts otherwise owed to it by an advertiser. Contracts become effective upon acceptance by management.

Contracts are not retroactive and are not prorated.

When an advertiser uses an advertising agency, both advertiser and agency shall be jointly liable for complying with all terms of the rate agreement, including payment for all advertising.

Copy should be checked for errors by the advertiser on the first day of publication. Credits for errors on advertisements will be allowed for the first insertion only. Credit will be issued for the portion of the advertisement that was incorrect. No credits will be given for positioning or for ads that did not publish in the paper. The value of any credit cannot exceed the cost of the ad. No errors in advertisements will be credited if ad copy was supplied after specified deadlines.

All rates are subject to Hawaii's general excise tax of 4.712 percent.

ADVERTISING RATES

Acceptance of advertising is subject to the approval of the Publisher. Brokered space is not accepted. All previous rate schedules are hereby canceled. All rates are subject to change upon 30 days written notice.

Advertisers forwarding orders that have incorrect rates or conditions are advised that the advertising will be inserted and charged at the regular schedule of rates in force, and in accordance with the regulations set forth in the current rate card.

Advertising resembling news text must be surrounded by a border and carrying the line "Paid Advertisement" in 8pt. type at the top of the ad. The font in the ad must be Sans-Serif".

Guaranteed Placement

Advertising position is not guaranteed. However, guaranteed position will be granted on a first-come basis for ads 30" or larger for an additional 25% charge. Every effort will be made to comply with position requests, but acceptance of an order does not imply a position guarantee.

All rates are net and subject to Hawaii's general excise tax of 4.712 percent.

Updated 1/1/18

Political Advertising

Advance payment is required on all political advertising. Copy must carry the line "Paid Political Advertisement" at the top and must list the name of the individual, party or organization responsible for placement of the ad. A wide range of political rate programs are available. Please ask your Account Executive for details.

Religious/Nonprofit Rate

Available to religious, charitable and nonprofit organizations that exhibit nonprofit status (tax exempt number required). Contact your Account Executive for details and rates.

COMMERCIAL PRINTING

The *Honolulu Star-Advertiser* offers a wide variety of full service, quality offset printing, mailing and inserting. Ask your Account Executive for details.

Single Sheet, Print and Deliver

Advertisers can effectively target primary and secondary customers through 8 1/2" x 11" single sheet flyers. These flyers can be composed, printed and inserted into the *Star-Advertiser*, *MidWeek* and military publications. Total market reach or by zones, a wide range of options are available. Ask your Account Executive for details.

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Refer to Insert Shipping/Receiving specifications

MidWeek Detached Labels

A 4-color "stand alone" direct mail piece can be distributed to nearly 270,000 homes.

DIRECT MAIL

OPI Direct Mail is one of Hawaii's largest direct mailers for over 25 years. We offer comprehensive and customized direct mail programs including mailing lists, various paper sizes, stocks and weights, and mailing services at very competitive pricing to help your business. For more information, please contact your Account Executive or call (808) 695-6332.

CANCELLATIONS

Cancellations or copy changes cannot be accepted after deadline. Composition charges can be charged on any ad produced and not released for publication. Canceled ads after space deadline will be billed 50% of the total cost of the original ad.



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