

# 2019 Automotive Rates



## Dollar Volume Contracts

LEVELS	DISPLAY (per column inch)					CLASSIFIED LINERS (per line)		
	Classified Friday Auto Section Star-Advertiser	Retail Sunday/Friday Star-Advertiser	Monday-Saturday (no Friday) Star-Advertiser	MidWeek	Color Rate	Auto Section Star-Advertiser	MidWeek Add-On	Daily Star-Advertiser
Open	\$48.51	\$134.51	\$109.15	\$136.71	\$17.64	\$4.80	\$8.99	\$4.75
\$15,000	\$44.10	\$103.64	\$95.92	\$105.84	\$14.33	\$4.58	\$8.11	\$4.53
\$30,000	\$40.79	\$97.02	\$88.20	\$98.12	\$12.13	\$4.53	\$7.55	\$4.46
\$60,000	\$38.59	\$91.51	\$83.79	\$91.51	\$11.03	\$4.46	\$6.95	\$4.41
\$100,000	\$35.28	\$83.79	\$74.97	\$87.10	\$9.92	\$4.14	\$6.07	\$4.14
\$150,000	\$29.77	\$77.18	\$70.56	\$82.69	\$8.82	\$3.92	\$5.51	\$3.92
\$250,000	\$27.56	\$70.56	\$62.84	\$74.97	\$7.72	\$3.70	\$4.90	\$3.70

## Automotive Liner Extras

Header	Lineage
<b>Bolding</b>	\$11.03/day
<b>Border</b>	\$11.03/day
<b>Color Screen</b>	\$55.13/day
<b>Color Text</b>	\$27.56/day
<b>Photo</b>	Lineage
<b>Logo</b>	Lineage

\*All classified line ads will appear online automatically for \$5 per ad.

## 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

## Classified Page Sizes

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

## 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.

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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