water use, and we reuse and can to cut down on energy and family and I already do what we imagine their new floors, H&C of solid wood flooring."

All of the vinyl flooring sold and layout, especially when the core flooring is known for its 888-8338

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WEB

an integrated smart toilet with washlet functionality. "self-clean" means there is a mechanism or design element into the toilet, which helps promote increased hygiene self-cleaning toilets. Touchless and smart toilets increasing hygiene. A growing number of customers are looking to add washlet seating or self-flushing toilets to their own home. Options are available for a standalone washlet, a washlet toilet seat or for a standalone from a project, because this has homeowners highly interested in toilet

By Caroline Wright

The store carries flagstone and leftovers. The refrigerator top shelf for ready-to-eat items and the drawer above that. If you in stock," he said. "You can see the whole effect about on the floors. A friend

Treat the glass

T ouchless and smart toilets

Making it easy

It has helped tremendously. In through your fridge the night before you walk into your house clean enough to keep clean, and yet it is also my

T ouchless and smart toilets

Longer samples are sometimes

The product experts at Fer-

Making it easy

If you know you are going

Send your comments and story ideas to ssakaguchi@staradvertiser.com

WEB

888-8338

825 Kokea St. (Oahu showroom)

OAHU'S WEEKLY GUIDE
TO HOME RENOVATIONS
2019 RATECARD

ham Avenue. With more than a thousand feet of space, H&C Flooring and Stone on Dilling-

SANDI SAKAGUCHI
Tap into this huge market with HawaiiRenovation.StarAdvertiser.com, Oahu’s guide to exciting home projects and beautiful home makeovers.

**Hawaii Renovation Online Stats:**
- **16,187** Page views in Jan 2019*
- **69%** of audience is from Hawaii*
- **40%** of StarAdvertiser.com visitors did some type of home improvement in the past 12 months**
- **25%** of online furniture/home furnishing shoppers visited StarAdvertiser.com in the past 12 months**

**Hawaii Renovation Readership**: About the Hawaii Renovation Reader:
- **$97,391** average household income
- **68%** own their home
- **137,759** did an improvement to their home in the past 12 months
- **$2,800** spent on home improvements.

**Circulation:**
- **150,881** Hawaii Renovation
- **33,000** Hawaii Home & Remodeling

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1 All ads are fixed placement sponsorships.

Additional $2 CPM for each layer of targeting (ex: geo, unique visitor, section).

Creative file guidelines: 40K maximum file size, 3 frames maximum, JPG, GIF, and PNG accepted.

Rich Media creatives start at $35 CPM.
Front Cover
- Articles should be submitted in Word format and be 450-500 words
- 4-6 high-quality digital photos. Pics should be sized at 1-2 MB (300 dpi, or dots per inch) for a 6x9 picture.
- Information to be included in the contact box (company name, address, phone number, email/website) should be provided along with the article.

Back Page
- Articles should be submitted in Word format and be 450-500 words
- 4-6 high-quality digital photos. Pics should be sized at 1-2 MB (300 dpi, or dots per inch) for a 6x9 picture.
- Information to be included in the contact box (company name, address, phone number, email/website) should be provided along with the article.

Inside Story
- Articles should be submitted in Word format and be 300 words
- 2-4 high-quality digital photos. Photos should be a minimum of 500K/300 dpi (dots per inch) for a standard 4x6 picture.
- Information to be included in the contact box (company name, address, phone number, email/website) should be provided along with the article.

2019 Rates
*Minimum ad size is 4-column inches

<table>
<thead>
<tr>
<th>OPEN</th>
<th>$150.00 PCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>26 WEEK</td>
<td>$88.00 PCI</td>
</tr>
<tr>
<td>52 WEEK</td>
<td>$81.00 PCI</td>
</tr>
</tbody>
</table>

Includes: (5) inside advertorial features
Includes: (12) inside advertorial features Text Code Feature

(8” minimum ad size)

52 WEEK    $73.00 PCI
Includes: (10) inside advertorial, (1) Front cover feature and (1) Back cover feature
Text Code Feature

Premium Positions

Front Page Banner $2,800.00
6 columns x 2 inches (9.7” x 2”)

Ear $950.00
2 columns x 2 inches (3.15” x 2”)

DEADLINES

ONLINE ADS
SPACE: Tuesday, 5pm | CAMERA-READY: Thursday, 5pm

PRINT ADS
SPACE: Tuesday, 5pm | CAMERA-READY: Thursday, 5pm

ADVERTORIAL
Materials due 2 Tuesdays prior to publication date.
WE’VE BEEN USING THE STAR-ADVERTISER FOR YEARS NOW TO HELP ATLAS CONSTRUCTION STAY CONNECTED WITH HAWAII. THE HAWAII RENOVATION SECTION HAS BEEN A GREAT SOURCE FOR COMMUNICATING OUR PROFESSIONALISM IN CONSTRUCTION AND CUSTOMER SERVICE.”

- Bruce Kim, Atlas Construction

“As a business owner, the Star-Advertiser’s Hawaii Renovations provided us the highest-quality customers since 2008. We recommend the newspaper to target our type of audience.”

- Wayne Cao
  Golden Cabinets & Stone Inc.

“Windows Hawaii has been advertising in the Hawaii Renovations (HR) for 7 years. The quality of leads we get from it is exceptional. I highly recommend it to anyone that has been thinking but has not acted on it.”

- Mario Garcia
  Windows Hawaii

“The Star-Advertiser Home Renovation section is a great tool for us at Ferguson to reach our potential customers statewide, as it lets people know who we are, what we do and what we sell.”

- Clayton K. Gomi
  Ferguson

“The monthly advertorial sections are a great way to educate the homeowner on our QuietCool systems. Customers clip articles and ask us questions about what they’ve read.”

- Al Whitworth
  Island Cooling

“The Star-Advertiser team has been instrumental to growing our business, and produces consistent results year after year. Their various printed media is extremely effective at reaching our target demographic and showcasing our services, which keeps the phone ringing.”

- Eric Thompson, Island Bath Works

CREATE A TEXT MESSAGE
Open a new text message and enter the number 43766 where you would normally put a phone number (the “to” line).

ENTER THE KEYWORD
In the body of the text message, type in the KEYWORD and then hit the “Send” button.

CLICK ON THE LINK
In a few moments, you will receive a text message with a link on your phone. Click on the link to instantly access more information on the company!*

GET LISTED IN OUR KEYWORD DIRECTORY!

KEYWORDS AND TESTIMONIALS

READERS CAN GET INFO AND OFFERS ON HOME IMPROVEMENT
Text the KEYWORD to 43766