

# go Kapolei



## *It's all about Kapolei!*

*Go Kapolei* is a community magazine for Kapolei, filled with information about shopping, dining, activities and events in the neighborhood.

*Go Kapolei* is direct-mailed to homes in the close-knit community of Kapolei including Makakilo and Ko Olina.

### **PUBLICATION / CLOSING DATES**

ISSUE: **March 2019**

SPACE: Jan. 30, 2019 | CAMERA-READY: Feb. 6, 2019

ISSUE: **June 2019**

SPACE: Apr. 25, 2019 | CAMERA-READY: May 1, 2019

ISSUE: **September 2019**

SPACE: July 31, 2019 | CAMERA-READY: Aug. 7, 2019

ISSUE: **December 2019**

SPACE: Oct. 9, 2019 | CAMERA-READY: Oct. 16, 2019

*Tentative and subject to change.*

**DISTRIBUTED QUARTERLY  
TO OVER 13,500 KAPOLEI  
HOMES BY DIRECT MAIL**

**TOTAL DISTRIBUTION  
IS 15,000**

To advertise: **Patrick Klein**  
pklein@staradvertiser.com | 808-529-4842



## QUARTERLY AD RATES

	1x	2x	4x
<b>Full Page</b>	\$3,815	\$2,390	\$1,435
<b>1/2 Page</b>	\$2,140	\$1,435	\$800
<b>1/4 Page</b>	\$1,265	\$850	\$525

## PREMIUM POSITIONS

Minimum of 4x commitment

### COVERS

<b>4th (back)</b>	\$2,655
<b>3rd (inside back)</b>	\$2,140
<b>2nd (inside front)</b>	\$2,140
<b>Page 1</b>	\$2,140
<b>Page 3</b>	\$2,140
<b>Page 5</b>	\$1,755
<b>Page 7</b>	\$1,755
<b>Page 9</b>	\$1,755

All rates are net plus tax. Prices listed are per issue. Positions other than premium positions listed above are not guaranteed. A premium rate is required for guaranteed positions. Ask your Account Executive for quotes. All rates are net and do not include the 4.712% Hawai'i State tax.

## ADDITIONAL CHARGES

Contact your Account Executive for additional design/production rates if these services are required.

PRINTED QUARTERLY

## FILE DELIVERY

**OPI Uploader:** Go to <http://files2.us> and complete form to upload files

Username: guest Password: fileupload

Email: Contact your Account Executive to use this method.

## PRODUCTION SPECS

**TRIM SIZE:** 8.125" X 10.875"

**SAFETY:** All live matter must be at least 0.25" from trim on all sides.

**BINDING:** Perfect bound, 10.875" side

*Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.*

**Trim Size:** 8.125"w x 10.875"h

**Full Page with bleed:** 8.375"w x 11.125"h

Build to trim size (8.125"w x 10.875"h) and extend the bleed .125" beyond trim on all sides.

**Full Page no bleed:** 7.125"w x 9.805"h

**2-Page Spread trim size:** 16.25"w x 10.875"h

**2-Page Spread with bleed:** 16.5"w x 11.125"h

Build to trim size (16.25"w x 10.875"h) and extend the bleed .125" beyond trim on all sides.

**1/2 Page (vertical):** 3.434"w x 9.805"h

**1/2 Page (horizontal):** 7.055"w x 4.803"h

**1/4 Page:** 3.434"w x 4.803"h

## DIGITAL AD REQUIREMENTS

All ad submissions must be PDF/X-1a files

The PDF/X-1a files must have:

- All fonts embedded.
- CMYK or Grayscale color space. No RGB, LAB or embedded color profiles (such as ICC profiles).
- All PMS or Pantone colors must be converted to CMYK.
- Resolution: 300 dpi
- Maximum ink density: 300 total.

*Failure to submit a SWOP or laser proof may jeopardize the final content within your ad. We will not be responsible for improperly prepared files. It is the responsibility of the advertiser to notify us of any ad changes or intent to provide a new camera-ready ad prior to the camera-ready deadline.*

**ONLY CAMERA-READY ADS ARE ACCEPTED.**