Everyday, thousands of Hawai’i visitors are reading USA TODAY to get their national news and information. This unique and lucrative audience changes weekly. With a distribution of nearly 5,000 copies, USA TODAY can be found at 7-Eleven, ABC Stores, all major grocery stores as well as Hawai’i hotels such as Sheraton, Hilton Hawaiian Village, Trump, Hyatt, Four Seasons Resort at Ko Olina, Marriott, Hawaii Prince, Outrigger Wyndham, Hampton Inn, The Kahala and more.

Let us show you ways that advertising in USA TODAY can bring customers to your business.
Fixed positions are available in almost every issue of USA Today. Fixed positions can be purchased by buying a bundle of ads at the same position at varying levels. Ads can run on consecutive days or spread across multiple weeks. Days are available on a first come, first served basis. All non 254 ad bundle buys can be bumped by a 254 ad bundle buy.
Stand-By Positions run when available and there is no guaranteed date ads will run. Advertisers can buy a block of inches and run varying sizes when sizes are available. All advertising sizes will bill at the same PCI rate level committed. Advertiser will be notified no later than 2 days before publication date of ad size and date of insertion. Ads should be pre-built and ready to publish when space is available.
MECHANICAL SPECIFICATIONS

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.

Electronic Delivery
Ads may be submitted via email or (preferred method) ftp site.

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


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 Account Executive’s attention: S29-4898

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 underlined by all image files and fonts. If multiple layouts are sent on the same media.

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

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

Advertising Contact Information
Jay Higa
Vice President - Business Development/Regional Sales
jhiga@staradvertiser.com
808-529-4712 (direct)

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”.

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.

To cancel advertising, please notify us before 4pm three working days before publication. Ads canceled after space deadlines are subject to surcharges.

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.

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