Vert Kakaʻako Magazine

VERT KAKA'KO provides readers with insight on the newest places to dine, shop, and engage with the people that make the area so unique.

It’s the perfect guide to entice readers to get out there and enjoy everything Kaka‘ako has to offer for both work and play.

PUBLICATION/CLOSING DATES:
February 2020
SPACE: Dec. 13, 2019
CAMERA-READY: Dec. 20, 2019

May 2020
SPACE: March 13, 2020
CAMERA-READY: Mar 20, 2020

August 2020
SPACE: June 12, 2020
CAMERA-READY: June 19, 2020

November 2020
SPACE: Sept 11, 2020
CAMERA-READY: Sept 18, 2020

Tentative and subject to change.
Hula is a great way for kupuna to stay in shape and learn about Hawaiian culture.

To advertise: Colleen Knudsen
cknudsen@staradvertiser.com | 808-679-5559
CIRCULATION/DISTRIBUTION
Quarterly | 16,000 copies distributed and mailed
to over 8,000 condos/homes in the Kakaʻako neighborhood + rack distribution.

1350 Ala Moana  Keauhou Place  Queen Emmalani Tower
801 South St  Keola Laʻi  The Royal Capitol Plaza
Anaha  King Manor  Symphony Honolulu
The Block 803 Waimanu  Koʻolani  The Collection
Hawaiki Tower  Nauru Tower  Waiea
Hokua  One Archer Lane  Waihonua
The Imperial Plaza  One Waterfront Towers  Waterpark Towers

Plus other condos in the area
KAKA‘AKO

NATIVE PRINT ADVERTISING

Advertising that matches the form and function of the magazine’s publication style.

VERT offers the option to deliver your message in a way that flows with the editorial form of the magazine. Your provided content is used to design and deliver native advertising.

NATIVE ADVERTISING RATES

<table>
<thead>
<tr>
<th>QUARTERLY</th>
<th>1x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,050</td>
<td>$2,500</td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,000</td>
<td>$1,600</td>
</tr>
</tbody>
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CONTENT DEADLINES

February 2019
CONTENT DUE: Dec. 20, 2020

May 2019
CONTENT DUE: March 21, 2020

August 2019
CONTENT DUE: June 20, 2020

November 2019
CONTENT DUE: Sept 19, 2020

Requests for PHOTOGRAPHY, VIDEO AND/OR WRITING services must be made at least 8 weeks prior to content deadlines. Additional rates apply for these services.

ADDITIONAL CHARGES

Contact your Account Executive for additional fees if photography, video and/or writing services are needed. Photography and writing fees are variable per job. Photography starts at $500 per 1-hr. session and includes the use of 1-2 photo(s) for 2 years.

REQUIRED CONTENT

A. FULL PAGE

TRIM SIZE: 8” x 10.5”
Image(s)—1 or 2 vertical photos, logo (300 dpi @ 100%)
Headline—28 or less characters
Subhead—64 or less characters
Body—1,000 or less characters
Specialty Callout Headline—25 or less characters
Specialty Callout Body—214 or less characters
Address + Phone number, Web address

B. FULL PAGE

Image—1 vertical photo, logo (300 dpi @ 100%)
All other requirements are the same as A.

C. FULL PAGE

Image—1 horizontal photo, logo (300 dpi @ 100%)
All other requirements are the same as A.

D. FULL PAGE

Images—1 horizontal photo, 1 headshot mug, logo (300 dpi @ 100%)
Mug Name, Title, Business Name, Email, Address
All other requirements are the same as A.

E. HALF PAGE

Images(s)—1 vertical photo, logo (300 dpi @ 100%)
Body—340 or less characters
Specialty Callout Body—214 or less characters
Address + Phone number, Web address

FILE DELIVERY

http://ftp3.staradvertiser.com
enter your contact email, enter your email upload file by clicking on “upload” button

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