

# GOkailua



## *It's all about Kailua!*

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

*Go Kailua* is direct-mailed to homes in the close-knit community of Kailua.

### **PUBLICATION / CLOSING DATES**

ISSUE: **March 2024**

SPACE: Jan. 16, 2024 | CAMERA-READY: Jan. 23, 2024

ISSUE: **June 2024**

SPACE: April 15, 2024 | CAMERA-READY: April 22, 2024

ISSUE: **September 2024**

SPACE: July 16, 2024 | CAMERA-READY: July 23, 2024

ISSUE: **December 2024**

SPACE: Oct. 16, 2024 | CAMERA-READY: Oct. 23, 2024

*Tentative and subject to change.*

**DISTRIBUTED QUARTERLY  
TO OVER 19,500 KAILUA  
HOMES BY DIRECT MAIL**

**MILITARY DISTRIBUTION  
TO RACKS AT 8 LOCATIONS**

**LOCAL BUSINESS GUIDE ON  
STARADVERTISER.COM  
(AVG. 11 MILLION  
PAGE VIEWS PER MONTH)**

**To advertise:** **Darin Nakakura** | 808-529-4726 | [dnakakura@staradvertiser.com](mailto:dnakakura@staradvertiser.com)  
**Kellie Nakahara** | 808-529-4364 | [knakahara@staradvertiser.com](mailto:knakahara@staradvertiser.com)  
**Nick Riopelle** | 808-529-4789 | [nriopelle@staradvertiser.com](mailto:nriopelle@staradvertiser.com)



## LOCAL BUSINESS GUIDE

Content from your ad is used to create a mobile-first interactive digital banner and business directory profile viewable on desktop computers, tablets and smart phones. Your business will be promoted throughout staradvertiser.com.

### INTERACTIVE AD UNIT:

Features your print ad, contact info with click-to-contact links, and social sharing links.

### HOSTED BUSINESS DIRECTORY PROFILE:

Leverage our SEO to help promote your business and increase your search rankings.

### DIRECTORY WIDGETS:

Provide consistent promotion across staradvertiser.com.

### DETAILED REPORTS:

Understand the value of your investment with our reports on the performance of your campaign.

## QUARTERLY AD RATES

	1x	2x	4x
<b>Full Page</b>	\$4,692	\$2,812	\$2,101
<b>1/2 Page</b>	\$2,730	\$1,936	\$1,112
<b>1/4 Page</b>	\$1,669	\$1,143	\$742

## PREMIUM POSITIONS

Minimum of 4x commitment

### COVERS

<b>4th (back)</b>	\$3,409
<b>3rd (inside back)</b>	\$2,812
<b>2nd (inside front)</b>	\$2,812
<b>Page 1</b>	\$2,812
<b>Page 3</b>	\$2,812
<b>Page 5</b>	\$2,333
<b>Page 7</b>	\$2,333
<b>Page 9</b>	\$2,333

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.

## MILITARY DISTRIBUTION

Go Kapolei Magazine will be distributed to the military audience via racks located at Pearl Harbor Joint Base Hickam-MWR, Pearl Harbor Navy Exchange-MWR, Kaneohe Marine Corps Base-MWR/ Food Court/Inn by the Bay, Schofield-MWR, Bellows Air Force Base-Turtle Cove MWR and Barbers Point-MWR. Distribution will be continuous based on copy availability.

## PRODUCTION SPECS

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

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

**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.
- 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.**

## FILE DELIVERY

**FTP Site:** Go to <http://ftp7.staradvertiser.com>

Login: **Sales** Password: **leg42branch**

Click "Upload" and drag file into dialog box.

Notify your Account Executive via email.

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