

# Hawaii Tribune Herald

*Hawaii*  
**Tribune Herald**  
 Wednesday, November 20, 2022 Proudly serving Hilo and the Big Island since 1923 \$1.00

## 'BEAUTIFUL' AND 'SCARY'



The Mauna Loa lava flow is shown Tuesday from the ribs of Captain Keolu.

Celebrating 25 years of the Best of Hawaii! Best Hawaii has to offer as voted by Hawaii Tribune Herald Readers

**BEST of Hawaii**  
 25TH ANNIVERSARY  
 2022  
 East  
 Tribune Herald

Celebrating our nurses and health care providers

**NURSES WEEK**  
 2022

Thank you, Nurses!

Mercedes-Benz

*Hawaii*  
**Tribune Herald**  
 Saturday, February 11, 2023 Proudly serving Hilo and the Big Island since 1923 \$1.00

## US shoots down 'threat'

### Military fighter jets destroy unknown object off Alaskan coast

WASHINGTON — A U.S. military fighter jet shot down an unknown object flying off the western coast of Alaska on Friday on orders from President Joe Biden, White House officials said.

National Security Council spokesman John Kirby said the object was downed because it was flying at about 40,000 feet (12,500 meters) and posed a "reasonable threat" to the safety of civilian flights, not because of any knowledge that it was engaged in surveillance. Asked about the object's downing, Kirby on Friday said only that "it was a success."

Kirby described the object as roughly the size of a small car, much smaller than the massive suspected Chinese spy balloons downed by Air Force fighter jets Saturday off the coast of South Carolina after it spied over sensitive military sites across the continental U.S.

The twin downings in such close succession are extraordinary, and reflect heightened concerns over China's surveillance program and public pressure on Biden to take a tough stand against it. Still, there were few answers about the unknown object downed Friday and the White House drew distinctions between the two episodes. Officials credit it say if the latest object contained any surveillance equipment, where it came from or what purpose it had.

The Pentagon on Friday declined to provide a more precise description of the object, only saying that U.S. pilots who flew up to observe it determined it didn't appear to be manned. Officials said the object was far smaller or than the previous balloons, did not appear to be unmaneuverable and was traveling at a much lower altitude.

See ALASKA Page A6



### S. Africa rugby player killed by Hawaii police had acute CTE

By JENNIFER SINCO-KELLMER Associated Press

SPRINGFIELD — A Black former professional rugby player from South Africa shot by police months after moving to Hawaii suffered from a degenerative brain disease often found in American football players, an autopsy official said Friday.

Celebrate April 9-15 2023

# Hula



Tribune Herald  
 60th Annual Merrie Monarch Festival

**2023**

# RETAIL RATES

355 Kinoole Street, Hilo, Hawaii 96720  
 808-935-6621 • hawaii.tribune-herald.com

# About Hawaii Tribune-Herald



## About Hawaii Island

- There are 160,074 adults on Hawaii
  - 50% are male, and 50% are female
  - 23% are 18-34 years old, 30% are 35-54 years old and 47% are 55 years old or older
  - 22% of Hawaii's population is Asian, 30% is white, 12% is Pacific Islander, 4% is another single race and 31% has 2 or more races.
  - 60% of households are married-couple families
  - 64% of adults 25+ have some college education or higher
  - The median household income is \$69,473
  - 73% of households are owner-occupied
  - The median home value is \$472,800
- 
- Hawaii received 1.2 million visitors in 2021.
  - They spent close to \$1.9 billion.
  - Hawaii visitors stay an average of 9.27 days.

## Reach

Publication	Readership	%
Weekly Cume	46,102	48%

## About Hawaii Tribune-Herald

- Daily broadsheet newspaper distributed on the east side of Hawaii's Big Island
- The newspaper is the primary news source for Hilo residents and locals
- Published 7 days a week
- 48% of all Hilo adults read the Hawaii Tribune-Herald every week



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Hawaii's Largest Media Company

**808.529.4700**

**FOR NATIONAL ADVERTISING:**  
**Linda Woo**  
 Director of Sales & Marketing  
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# 2023 Rates



## Retail Rates

Retail Column Inch Rates

Investment Level	Daily	Sunday	Color Rate per inch
Open	\$50	\$51	\$22
\$2,500	\$39	\$40	\$19
\$5,000	\$36	\$37	\$19
\$10,000	\$34	\$35	\$18
\$25,000	\$33	\$34	\$17
\$50,000	\$32	\$33	\$14

## Premium Positions

Quarter page ads (9.7" x 5") placed in Main News on page 2 or 3. Ads include full color.

Investment Level	Daily	Sunday
Open	\$2,277	\$2,404
52x	\$1,320	\$1,375

## Frequency Program

Run a minimum number of inches within a 30 day period; minimum of 5 ads within the period; one copy change per run.

No. of Inches	Daily pci rate	Sunday pci rate
30" - 79"	\$39	\$40
80" & over	\$36	\$39

## Preferred Placement

25% premium for guaranteed ad placement subject to availability. Minimum 30-inch ad.

## Church & Non-Profit Rates (501-C3 Status)

Retail per column inch: Daily \$31; Sunday \$32  
Color rate: \$16 PCI

## Local Business Directory Guide

- Interactive digital ad automatically pulled from the print ad
- Business directory profile "mini-website"
- SEO benefits
- \$35 per ad or \$15 per ads on contract will be added for all HTH ROP ads.

## Digital Replica Edition

\$2.00 charge will be added for all HTH ROP ads.

## Hawaii Excise Tax

All ads will have a 4.712% Hawaii Excise Tax added to the net.



## Premium Positions



Top Masthead Banner



Ear



Front Page Banner

## Top Masthead Banners

6 columns x 2.5" banner ads strategically placed at the top of the front page.

	Open	52x
Front Page (Daily)	\$1,000	\$600
Front Page (Sunday)	\$1,500	\$1,100

## Ears

Visible top right-hand corner placement on the front of all sections of the paper.

	Open	52x
Front Page	\$457	\$303
Other Sections	\$369	\$231

## Front Page Banners

6 columns x 2" banner ads strategically placed at the bottom of each section.

	Open	52x
Front Page	\$880	\$578
Other Sections	\$737	\$429

## Spadeas

Your message will be seen with this unique advertising product that wraps the front page of the paper. Total of 3 full pages.

Daily	\$15,318
Sunday	\$17,573

## Reach Non-Subscribers with Hawaii Island Midweek

Direct-mailed every week to more than 40,000 homes.

	Open	52x
Back Page (9.7"x10")	\$3,960	\$2,558
Front Page Ear (3.15"x2")	\$539	\$292
Front Page Premium Ad (3.15" x 7.75")	\$963	\$484
Per Column Inch Advertising	\$57	\$40

# 2023 Ad Sizes/Deadlines

## AD SIZES

### Retail Display Column Widths (Hawaii Tribune-Herald and Hawaii Island Midweek)

1 column	1.513"	9 picas 0.9 points
2 column	3.150"	18 picas 10.8 points
3 column	4.787"	28 picas 8.7 points
4 column	6.425"	38 picas 6.6 points
5 column	8.062"	48 picas 4.5 points
6 column	9.7"	58 picas 2.4 points

### Retail Display Sizes

	Hawaii Tribune-Herald	Hawaii Island Midweek
1/8 pg	4.787" x 5"	—
1/4 pg	4.787" x 10"	4.787" x 5"
1/2 pg horizontal	9.7" x 10"	9.7" x 5"
1/2 pg vertical	4.787" x 20"	4.787" x 10"
full pg	9.7" x 20"	9.7" x 10"
double truck	21" x 20"	20" x 10"

### Classified/Legal Column Widths (Hawaii Tribune-Herald)

1 column	.895"	4 picas 4.5 points
2 column	1.873"	11 picas 2.9 points
3 column	2.852"	17 picas 1.3 points
4 column	3.830"	22 picas 11.8 points
5 column	4.808"	28 picas 10.2 points
6 column	5.787"	34 picas 8.6 points
7 column	6.765"	40 picas 7.1 points
8 column	7.743"	46 picas 5.5 points
9 column	8.721"	52 picas 4 points
10 column	9.7"	58 picas 2.4 points

## DEADLINES

Publication Day	Sections	Order Deadline & Materials requiring in-house production	Camera-Ready PDF/X-1a Digital Files**	Classified Liner
<b>Monday</b>	Classifieds Main News	Wednesday 2pm Wednesday 2pm	Thursday 2pm Thursday 2pm	Friday 2pm -
<b>Tuesday</b>	Classifieds Main News	Thursday 2pm Thursday 2pm	Friday 2pm Friday 2pm	Monday 2pm -
<b>Wednesday</b>	Classifieds Main News <b>Hawaii Island Midweek</b>	Friday 2pm Friday 2pm Tuesday 12noon*	Monday 2pm Monday 2pm Wednesday 12noon*	Tuesday 2pm - -
<b>Thursday</b>	Classifieds Main News Island Beat	Monday 2pm Monday 2pm Monday 2pm	Tuesday 2pm Tuesday 2pm Tuesday 12Noon	Wednesday 2pm - -
<b>Friday</b>	Classifieds, Real Estate Main News	Tuesday 2pm Tuesday 2pm	Wednesday 2pm Wednesday 2pm	Thursday 2pm -
<b>Saturday</b>	Classifieds Main News	Wednesday 2pm Wednesday 2pm	Thursday 2pm Thursday 2pm	Friday 2pm -
<b>Sunday</b>	Classifieds Main News Open House TV Guide	Wednesday 2pm Wednesday 2pm Wednesday 2pm Tuesday 2pm*	Thursday 2pm Thursday 2pm Thursday 2pm Friday 5pm*	Friday 2pm - - -

\*Weekly publications are one full week in advance of publication.

\*\*PDF/X-1a File Format: Follow Camera-Ready deadlines. Any other electronic format is due 24 hours prior to Camera-Ready deadlines.

### Space Reservations

Space should be ordered as far in advance of the publication date as possible. The chart on this page indicates the final space reservation deadlines.

### Double Trucks & National Accounts

Please advance all deadlines for national/international, banner pages, and double truck advertisements by 24 hours.

### Holidays

Regular copy and space deadlines will be advanced prior to the week in which holidays occur. Special deadlines will be issued with specified dates for each major holiday. Contact your Account Executive for specific holiday deadline dates.

### Cancellations

To cancel advertising, please notify us before space deadline for that publication. Ads canceled after space deadlines are subject to surcharges of a minimum 50% of the total of the original ad.

# 2023 Preprint Distribution



## Hawaii Tribune-Herald Distribution

Daily Full Run	Tuesday	Sunday
Total Home Delivery	7,703	8,853
Total Single Copy	1,521	1,453
<b>TOTAL: Full Run</b>	<b>9,224</b>	<b>10,306</b>

Hawaii Tribune-Herald includes 2% spoilage plus 5% fluctuations for street sales.

## Hawaii Tribune-Herald Preprint Insert Pricing

CPM		OPEN		13X		52X	
Standard	Tab	Tuesday	Sunday	Tuesday	Sunday	Tuesday	Sunday
Single Sheets		\$95	\$101	\$84	\$90	\$70	\$78
2 pages	4 pages	\$112	\$117	\$101	\$105	\$89	\$94
4 pages	8 pages	\$129	\$134	\$118	\$123	\$106	\$111
6 pages	12 pages	\$146	\$151	\$134	\$139	\$122	\$128
8 pages	16 pages	\$162	\$166	\$152	\$155	\$141	\$145
10 pages	20 pages	\$180	\$184	\$167	\$174	\$156	\$160
12 pages	24 pages	\$196	\$200	\$185	\$190	\$175	\$179
14 pages	28 pages	\$215	\$219	\$204	\$207	\$190	\$195
16 pages	32 pages	\$230	\$234	\$220	\$223	\$208	\$211
18 pages	36 pages	\$248	\$252	\$235	\$242	\$224	\$229
20 pages	40 pages	\$265	\$268	\$252	\$256	\$242	\$245
22 pages	44 pages	\$281	\$285	\$270	\$274	\$257	\$261
24 pages	48 pages	\$297	\$301	\$285	\$290	\$274	\$279
28 pages	56 pages	\$330	\$337	\$319	\$325	\$307	\$314

Circulation		Tuesday	Sunday
96704	Captain Cook	3	3
96719	Hawi	25	27
96720	Hilo	5,787	6,484
96727	Honokaa	264	283
96728	Honomu	55	73
96737	Ocean View	32	39
96740	Kailua Kona	28	32
96743	Waimea	95	117
96749	Keaau	1,017	1,064
96755	Kapaau	20	21
96760	Kurtistown	140	173
96764	Laupahoehoe	75	82
96771	Mountain View	257	313
96772	Naalehu	98	101
96773	Ninole	18	21
96776	Paaui	38	41
96777	Pahala	89	102
96778	Pahoa	565	623
96780	Papaaloo	20	29
96781	Papaikou	157	160
96783	Pepeekeo	180	212
96785	Volcano	151	192
	Other Zip Codes	110	114
<b>TOTAL</b>		<b>9,224</b>	<b>10,306</b>



Reach additional homes when combined with Hawaii Island Midweek



Hawaii Island Midweek Preprint Insert Pricing CPM

Standard	Tab	Open	52X
2 pages	4 pages	\$120	\$102
4 pages	8 pages	\$136	\$120
6 pages	12 pages	\$154	\$136
8 pages	16 pages	\$171	\$153
10 pages	20 pages	\$187	\$171
12 pages	24 pages	\$205	\$187
14 pages	28 pages	\$221	\$205
16 pages	32 pages	\$239	\$221

Zip Code	Area	Quantity
96704	Captain Cook	32
96710	Hakalau	3
96719	Hawi	539
96720	Hilo	13,557
96725	Holualoa	15
96727	Honokaa	10
96728	Honomu	4
96737	Oceanview	6
96738	Waikoloa	3,050
96740	Kailua-Kona	9,535
96743	Waimea	5,219
96749	Keaau	4,689
96750	Kealakekua	2,032
96755	Kapaau	6
96760	Kurtistown	7
96771	Mountain View	1,107
96772	Naalehu	8
96774	Ookala	1
96776	Paaui	4
96777	Pahala	2
96778	Pahoa	1,872
96781	Papaikou	8
96783	Pepeekeo	6
96785	Volcano	4
<b>TOTAL</b>		<b>41,716</b>

Hawaii Island Midweek distribution includes 2% spoilage.

# 2023 Insert and Shipping/Receiving

## SPECIFICATIONS AND DEADLINES

All inserts should be sent to the Honolulu Star-Advertiser Printing Facility in Kapolei (Oahu).

1. Insert pallets should be clearly labeled with the product name, total quantity, amount per skid or box, the total amount of skids and the insertion date.
2. If inserts are re-packaged, they should be re-packaged in the original form sent by the printer (same number of pallets, same amount on pallet, same number in a bundle, etc.)
3. Inserts should be packaged by insert date. If a product is running multiple dates, then it should be separated as such.
4. Inserts need to be at least .005" thick. Thinner sheets will often stick together causing "multiples."
5. Different inserts should NEVER be packaged on the same pallet. Verifying the count may be extremely difficult without removing all the bundles or boxes.
6. Insert bundles should not be tied (strapped) if possible. Strapping causes the product to curl and can make it difficult to feed into the insert machine.
7. No more than two turns (compensating stacks) per bundle would be optimum. Additional turns make it more difficult for the inserter to feed the machine.
8. Inserts should be stacked flat and not standing on edge.
9. Deadlines
  - a. Insertion orders due 21 business days prior to publication.
  - b. Inserts due 14 business days prior to publication.
10. Receiving  
Hours are Monday-Friday from 8 am to 3 pm. (HST)  
Closed Holidays.

### 11. Honolulu Star-Advertiser

4545 Kapolei Parkway  
Kapolei, HI 96707  
808.690.8840

#### Contact:

##### Ralph Garcia

Packaging &  
Assembly Manager  
Office: 808.690.8843  
Mobile: 808.306.3980  
rgarcia@staradvertiser.com

##### David Tao

Packaging &  
Assembly Manager  
Office: 808.690.8832  
Mobile: 808.342.9004  
dtao@staradvertiser.com

#### FSI Specifications:

Hawaii Tribune-Herald uses a 44" web width for all printed products.

#### Inserts

Width: Measured along the spine	Minimum	3"
	Maximum	11"
Height: Measured perpendicular to spine	Minimum	4"
	Maximum	10.5"
Pagination: Broadsheet	Minimum	4 pages
	Maximum	96 pages
Pagination: Tabloid	Minimum	4 Pages
	Maximum	120 Pages
Pagination: Single Sheet	Minimum	.005"*

\*4 page tabs and higher must also be at least .005" thick.

#### Additional Notes:

Offset stock can have a different thickness than glossy stock for the same paper weight. Color Express inserts are usually printed on 60# stock. 60# offset stock measures .0045" thick while 60# glossy (or enamel) stock is only .003" of an inch – a huge difference (50%).

#### LATE FEES

Late delivery of any pre-printed inserts will need prior approval. Contact your sales representative for delivery extension dates. All pre-printed inserts delivered after deadline will be assessed at \$1,500 late fee per publication, if inserts are delivered after the agreed extension date, a \$200 a day surcharge will be imposed per publication. Tax will also be added to the surcharge.

# 2023 Policies

## RATE AND CREDIT

All advertising shall be prepaid unless credit accommodations have been established beforehand with Hawaii Tribune-Herald credit department. Amounts not paid in 30 days are assessed a finance charge of 1.5% per month (18% Annual Percentage Rate). Accounts with a balance of thirty or more days past due are subject to credit discontinuance without notice. All charges are due and payable on the twentieth day of the month following publication.

Any Hawaii Tribune-Herald ad measuring more than 19" deep will be set to full page depth (20") and charged accordingly. All display ads are billed to the nearest quarter inch.

Advertisers signing dollar volume contracts will be billed at the applicable rate on the current rate card. Advertisers will be rebilled at the appropriate higher rate if contract is not fulfilled.

Hawaii Tribune-Herald may, at its sole discretion, offset any credits due an advertiser hereunder against amounts otherwise owed to it by an advertiser. Contracts become effective upon acceptance by management. Contracts are not retroactive and are not prorated.

When an advertiser uses an advertising agency, both advertiser and agency shall be jointly liable for complying with all terms of the rate agreement, including payment for all advertising.

Copy should be checked for errors by the advertiser on the first day of publication. Credits for errors on advertisements will be allowed for the first insertion only. Credit will be issued for the portion of the advertisement that was incorrect. No credits will be given for positioning or for ads that did not publish in the paper. The value of any credit cannot exceed the cost of the ad. No errors in advertisements will be credited if ad copy was supplied after specified deadlines.

All rates are net and subject to Hawaii's general excise tax of 4.712 percent.

## 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.

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".

### Guaranteed Placement

Advertising position is not guaranteed. However, guaranteed position will be granted on a first-come basis for ads 30" or larger for an additional 25% charge. Every effort will be made to comply with position requests, but acceptance of an order does not imply a position guarantee.

### Political Advertising

Advance payment is required on all political advertising. Copy must carry the line "Paid Political Advertisement" at the top and must list the name of the individual, party or organization responsible for placement of the ad. A wide range of political rate programs are available. Please ask your Account Executive for details.

### Religious/Nonprofit Rate

Available to religious, charitable and nonprofit organizations that exhibit nonprofit status (tax exempt number required). Contact your Account Executive for details and rates.

### Feature Pages

Feature pages and special sections are available in Hawaii Tribune-Herald and Hawaii Island Midweek. Ask your Account Executive for details.

## COMMERCIAL PRINTING

Hawaii Tribune-Herald offers a wide variety of full service, quality offset printing, coated stock printing, mailing and inserting. Ask your Account Executive for details.

### Single Sheet, Print and Deliver

Advertisers can effectively target primary and secondary customers through 8.5" x 11" or 11" x 17" single sheet flyers. These flyers can be composed, printed and inserted into Hawaii Tribune-Herald and Hawaii Island Midweek. Ask your Account Executive for details.

## DIRECT MAIL

OPI Direct Mail is one of Hawaii's largest direct mailers. We offer comprehensive direct mail services at very competitive pricing to help your business reach a targeted audience. We offer customized programs including mailing lists, various paper sizes, stocks and weights, and mailing services. For more information, please contact your Account Executive or call (808) 695-6332.

## 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.

## 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

**FTP: <ftp3-new.staradvertiser.com>**

Please be sure to enter your Account Executive's email accurately. Notify your Account Executive that your file has been uploaded.

### Email

10MB limit. Contact your Account Executive to use this method of delivery.

## 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 the correct file name must appear on each proof.

All colors must be created with a CMYK model and all files should be prepared for process color separation. No RGB, Pantone or PMS colors.

As is the industry standard, it is the sole responsibility of the originator to properly prepare and provide all files according to recommendation outlined by Oahu Publications. Failure to provide files as required can cause unpredictable errors when the files are output.

Hawaii Tribune-Herald and Oahu Publications Inc. assumes no liability for any work that does not adhere to these guidelines. For additional information, call your Account Executive.



**NEWSPAPERS:** HONOLULU STAR-ADVERTISER • THE GARDEN ISLAND  
HAWAII TRIBUNE-HERALD • WEST HAWAII TODAY • USA TODAY - HAWAII EDITION • MIDWEEK

**WEBSITES:** STARADVERTISER.COM • HAWAII TRIBUNE-HERALD.COM  
THEGARDENISLAND.COM • WESTHAWAII TODAY.COM • MIDWEEK.COM • HAWAII.COM

500 ALA MOANA BOULEVARD, SUITE 7-500 • HONOLULU, HAWAII 96813 • 808.529.4700 • FAX: 808.529.4898

**REVISED APRIL 12, 2023**