

# STAR MEDIA



2023

## DIGITAL RATES ONLINE ADVERTISING

500 Ala Moana Blvd, Suite 7-500, Honolulu, Hawaii 96813  
808-529-4700 • staradvertiser.com

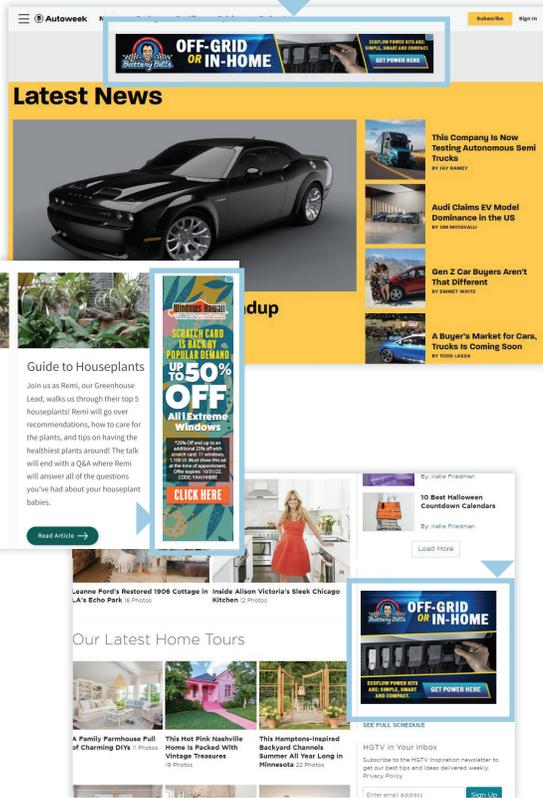
REVISED FEBRUARY 1, 2023

# PROGRAMMATIC

## TARGETED DISPLAY ADS

Highly-targeted ads that reach specific audiences as they browse websites and apps. Targeting capabilities include demographics, locations, and online behavioral interests and patterns.

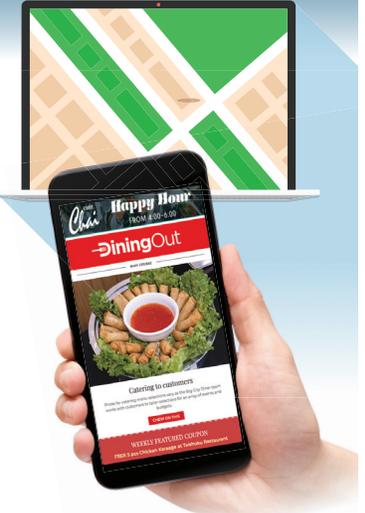
- Responsive ads
- Retargeting ads
- Social media ads
- Desktop, mobile & app



## GEO-FENCING

Engage with clients that travel within the boundaries of your choosing. Create a virtual "fence" around these areas, and target your audience on websites and apps they already frequent.

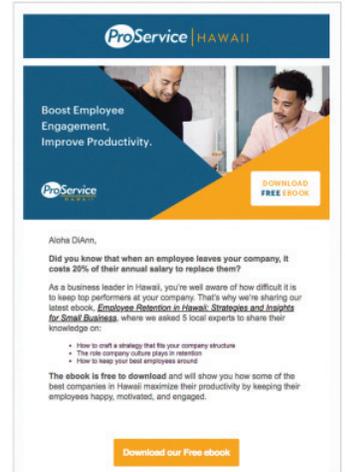
- Conversion tracking
- Event geo-fencing



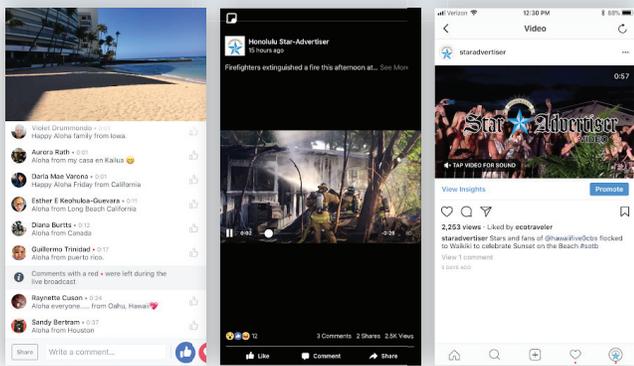
## TARGETED EMAIL BLASTS

Exclusive and fully customizable email delivered securely to your chosen or "target", audience. Get in front of national, regional and/or local audiences at a cost effective rate.

- Target the audience of your choice
- Exclusive and fully custom email



# SOCIAL MEDIA



## IMAGE & VIDEO POSTS

Reach the extensive audience that you deserve! Leverage OPI's social media platforms to add credibility and expand your reach.

- Single or multiple image
- Carousel
- Video
- Story
- Live
- Reels

## ADVERTISING

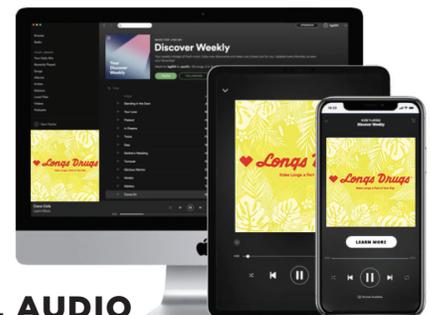
Take advantage of the full scope and power of social media. Let us help you build your page, audience and e-commerce store! Target your specific audience!

- Page Build
- Audience Growth
- E-commerce store

# STREAMING AUDIO

## DIGITAL AUDIO ADVERTISING

Reach your audience as they listen to podcasts, digital radio, Spotify and Pandora. Select from basic targeting or custom second and third-party audience options.



# VIDEO

**90%**

of customers report that product videos help them make purchasing decisions.

**64%**

of customers are more likely to buy a product online after watching a video about it.

**86%**

of online marketers are currently using video content in their digital marketing strategies.

**IN-HOUSE VIDEO PRODUCTION SERVICES AVAILABLE!**

- *Filming*
- *Editing*
- *Talent*



## IN-CONTENT VIDEOS

Engage a captive Star-Advertiser reader audience as videos pop open and play within news stories.

- Geo-targeted to Hawaii
- Views can be spread out evenly during run dates
- Videos link to your website or landing page



## OTT / CONNECTED TV

Premium & scalable video across desktop, mobile websites, mobile applications, Outstream, and Connected TV devices.

- Pre-roll • Mid-roll • Post-roll
- Mobile Pre-roll • Tablet Pre-roll
- Connected TV • Outstream
- In-banner Video
- Video Interstitial

# SOCIAL MEDIA LIVES & SHORTS

Ryan Kalei Tsuji and Yunji de Nies shine a spotlight on issues affecting Hawaii

**SPOT-LIGHT HAWAII**

Three-time International Telly Award Winners

**MONDAY, WEDNESDAY AND FRIDAY @ 10:30 AM**

**STAR NEWS LIVE**

Monday - Friday 8P Live @ 3pm KIANA CAYABYAB

**LIVE NEWS UPDATES EVERYDAY @ 3 PM**

**THE RUN DOWN**

**TOP SPORT NEWS STORIES**  
With Former UH Football Star **CHAD OWENS**

**MONDAY, WEDNESDAY AND FRIDAY @ 1 PM**

# PODCASTS & TV SHOWS

**It's A Hawaii Thing** DA PODCAST

**WHERE Hawaii Eats**

PRESENTED BY **DiningOut**

**IN ORDER**

Be well. Be safe. Be prepared.

**CULTURISED** PODCAST

**THE ART OF Beer** HAWAII

presented by **Hawaiian Financial** Federal Credit Union

**Sponsorship Opportunities Available**

# DIGITAL BILLBOARD NETWORK



## DIGITAL BILLBOARD NETWORK

**Total Views**                      **Total Impressions**  
**6.5 MILLION**                      **12.2 MILLION**

December 2022 Views

**REACH A LARGE AUDIENCE**  
Including A Younger Market

<b>21-30 Age Group</b>	<b>48%</b>
<b>31-44 Age Group</b>	<b>24%</b>
<b>45+ Age Group</b>	<b>20%</b>
<b>21-44 Age Group</b>	<b>72%</b>

<b>Male</b>	<b>71%</b>
<b>Female</b>	<b>29%</b>

### CONNECT WITH YOUR CONSUMER - MEET THEM WHERE THEY ARE.

Display your message to an often captive audience, as they wait at a check out, shop at their favorite stores, bank or simply just watch their children play.

### ATTRACTIVE GEOGRAPHIC LOCATIONS

Enjoy the benefits of high frequency airings of your video, alongside newsworthy content and retail messages that draw viewers' attention. Take advantage of the flexibility to update your creative to match your current promotions.

### MONTHLY REPORTING

Receive detailed reports of who actually viewed your spots. Monitor your advertising and choose where you want your messages to be seen or heard.

### DIGITAL AND PRINT CAMPAIGNS

Innovative technology allows you to access your audience in highly trafficked areas and places they already frequent. Harness the power of video to strengthen your brand and message.

### NUMEROUS RETAILER NETWORKS



## STAR MEDIA

CONTACT US

### TROY FUJIMOTO

Vice President-New Media  
tfujimoto@staradvertiser.com  
808.695.6322

### LACIE TAGOMORI

Digital Manager  
ltagomori@staradvertiser.com  
808.695.6325

### SIERRA HETHCOTE

Sales Manager  
shethcote@staradvertiser.com  
808.529.4701

### KELLIE NAKAHARA

Digital & Video Sales Manager  
knakahara@staradvertiser.com  
808.529.4364

# STAR MEDIA

*Hawaii's largest and most comprehensive full-service media company. Reaching your audience from traditional to digital, video and more!*

## EXTENSIVE DIGITAL CAPABILITIES

- Video Advertising & Production
- OTT/CTV & YouTube
- Streaming Audio
- Email Marketing
- Social Media
- Programmatic/Targeted
- Podcasts & TV Shows
- And more!

### DAILY PUBLICATIONS

  
staradvertiser.com

  
thegardenisland.com

  
hawaiitribune-herald.com

  
westhawaii.com

### COMMUNITY-TARGETED

  
midweek.com  
midweekkauai.com  
hawaiiislandmidweek.com

### MAGAZINES

  
hiluxury.com

  
gokailuamagazine.com

  
gokapoleimagazine.com

### VISITOR-TARGETED

  
hawaii.com

  
Oahu | Maui | Kaua'i | Big Island  
101thingstodo.com

### FULL-SERVICE ADVERTISING

  
oahumediagroup.com

### SPECIAL INTERESTS / CLASSIFIEDS

  
dining.staradvertiser.com

  
staradvertiser.com/crave

  
hawaii renovation.staradvertiser.com

  
hawaiiislandhomes.com

  
jobs.staradvertiser.com

  
hawaiicars.com

For more information, contact KELLIE NAKAHARA  
808-529-4364 • knakahara@staradvertiser.com

500 ALA MOANA BOULEVARD • SUITE 7-500 • HONOLULU, HAWAII 96813  
PHONE 808-529-4700 | OAHUPUBLICATIONS.COM

  
Oahu  
Publications  
Inc.

# STAR MEDIA RATES

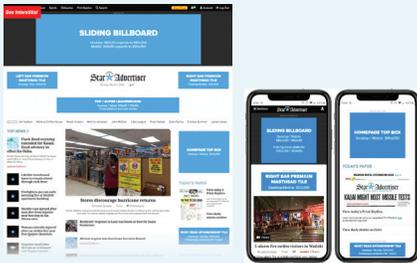
<b>Weekly Unique Visitors</b>	<b>245,165</b>
<b>Mature Adults (45+)</b>	<b>54%</b>
<b>Adults (31-44)</b>	<b>21%</b>
<b>Young Adults (&lt;30)</b>	<b>25%</b>

## DESKTOP + MOBILE BROWSER

(Cross-platform rates shown. Contact us for Desktop-Only and Mobile-Only rates, if they apply.)

POSITION	RATE
<b>INTERSTITIAL</b>	<b>\$5K / DAY</b>
<b>SLIDING BILLBOARD</b>	<b>\$75 CPM</b>
<b>RIGHT EAR PREMIUM MASTHEAD TILE</b>	<b>\$35K / MO</b>
<b>LEFT EAR PREMIUM MASTHEAD TILE</b>	<b>\$20K / MO</b>
• Desktop Only	
<b>NATIVE AD SINGLE</b>	<b>\$5,000 / 5 DAYS</b>
• Dedicated post	
• Front page presence 5 days	
<b>NATIVE AD 4 BOXES</b>	<b>\$2,500 / 5 DAYS</b>
• Dedicated post	
• Front page presence 5 days	
• Rotates in 1 of 4 spots with other advertisers	
<b>MOST READ SPONSORSHIP TILE / TICKER</b>	<b>\$2,500 / WK</b>
• 50% Share of Voice	
• Homepage presence	
<b>DISPLAY BANNERS</b>	<b>\$25 CPM</b>
• Top/Super Leaderboard	
• Homepage Top Box	
• Smart Banner	
• Box 1, 2, 3, 4	
<b>IN-CONTENT VIDEO</b>	<b>\$75 CPM</b>

Scan QR codes to see our complete and interactive ad positions guides



OahuPublications.com/digital/desktop



OahuPublications.com/digital/mobile

## VIDEO PRODUCTION SERVICES

STARTING FROM \$1,750

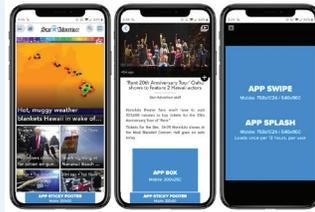
## SOCIAL MEDIA POST + BOOST

• Facebook or Instagram **\$1,000**

## APP ADVERTISING

POSITION	RATE
<b>SPLASH AD</b>	<b>\$5,000 / MO</b>
• 25% Share of Voice	
• Loads once per day prior to app load	
<b>SWIPE</b>	<b>\$2,500 / MO</b>
• 25% Share of Voice	
• Loads between stories as users swipe through	
<b>STICKY FOOTER BOX</b>	<b>\$25 CPM</b>

Scan QR codes to see our complete and interactive ad positions guides

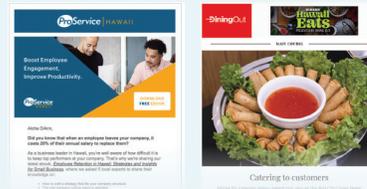


OahuPublications.com/digital/app

## EMAIL MARKETING

POSITION	RATE
<b>EMAIL NEWSLETTER BANNER</b>	
• Breaking News	
• Top Banner	<b>\$12,500 / MO (Open Rate)</b>
	<b>\$8,500 / MO (12x contract)</b>
• Box Banner	<b>\$7,500 / MO</b>
• Daily News	
• Top Banner	<b>\$3,500 / MO</b>
• 2nd Banner	<b>\$2,500 / MO</b>
• 3rd Banner	<b>\$2,000 / MO</b>
• 4th Banner	<b>\$1,500 / MO</b>
• Sports	
• Top Banner	<b>\$2,500 / MO</b>
• Bottom Banner	<b>\$1,500 / MO</b>
• Business	
• Top Banner	<b>\$2,500 / MO</b>
• Bottom Banner	<b>\$1,500 / MO</b>
• All 3 emails - Banners	<b>\$5,000 / MO</b>
<b>EXCLUSIVE EMAIL BLAST</b>	
• SA Marketplace, SA Offers, MidWeek Offers	<b>\$3,500 / EMAIL</b>
• Dining Out Hawaii, Hawaii Renovations	<b>\$2,000 / EMAIL</b>

Scan QR codes to see our complete and interactive ad positions guides



OahuPublications.com/digital/email

# STAR MEDIA

*Hawaii's largest and most comprehensive full-service media company. Reaching your audience from traditional to digital, video and more!*

## EXTENSIVE DIGITAL CAPABILITIES

- Video Advertising & Production
- OTT/CTV & YouTube
- Streaming Audio
- Email Marketing
- Social Media
- Programmatic/Targeted
- Podcasts & TV Shows
- And more!

### DAILY PUBLICATIONS

  
staradvertiser.com

  
thegardenisland.com

  
hawaiitribune-herald.com

  
westhawaii.com

### VIDEO SERVICES

  
wikiocast.com

  
digitalbillboardnetwork.com

### COMMUNITY-TARGETED

  
midweek.com  
midweekkauai.com  
hawaiiislandmidweek.com

### MAGAZINES

  
hiluxury.com

  
gokailuamagazine.com

  
gokapoleimagazine.com

### VISITOR-TARGETED

  
hawaii.com

  
Oahu | Maui | Kaua'i | Big Island  
101thingstodo.com

### FULL-SERVICE ADVERTISING

  
oahumediagroup.com

### SPECIAL INTERESTS / CLASSIFIEDS

  
dining.staradvertiser.com

  
staradvertiser.com/crave

  
hawaii renovation.staradvertiser.com

  
hawaiiislandhomes.com

  
jobs.staradvertiser.com

  
hawaiicars.com

For more information, contact SIERRA HETHCOTE  
808-529-4701 • shethcote@staradvertiser.com

500 ALA MOANA BOULEVARD • SUITE 7-500 • HONOLULU, HAWAII 96813  
PHONE 808-529-4700 | OAHUPUBLICATIONS.COM

  
Oahu  
Publications  
Inc.

# NEIGHBOR ISLAND ONLINE RATES

REVISED JANUARY 31, 2023

Reach Kauai and the Hawaii Island markets of Kona and Hilo through our neighbor island publications.

	PAGES VIEWED (PER MONTH)	UNIQUE USERS (PER MONTH)	MOBILE TABLET	LIKE US ON FACEBOOK
<b>thegardenisland.com</b>	<b>1,461,947</b>	<b>258,368</b>	<b>70%</b>	<b>33,935</b>
<b>hawaiitribune-herald.com</b>	<b>1,380,089</b>	<b>166,447</b>	<b>50%</b>	<b>16,850</b>
<b>westhawaii.com</b>	<b>1,205,210</b>	<b>106,382</b>	<b>46%</b>	<b>37,603</b>

Google Analytics December 2022

## DESKTOP + MOBILE BROWSER

(Cross-platform rates shown. Contact us for Desktop-Only and Mobile-Only rates, if they apply.)

### DISPLAY BANNERS

- A LEADERBOARD** \$25 CPM
- B BOX** \$25 CPM
- C SLIDING BILLBOARD** \$75 CPM
- D MOST POPULAR TILE** \$2,000 / MO  
• 100% SOV
- E BOX-TILE** \$450 / MO (open rate) \$250 / MO (12x contract)
- F EXCLUSIVE NATIVE AD** \$1,500 / 5 DAYS  
• Dedicated Post Front Page Presence (5 Days, M-F)
- HOMEPAGE ROADBLOCK** \$4,000 / 24 HRS  
• 100% SOV
- INTERSTITIAL AD** \$3,000 / 24 HRS  
• 1x / user  
• 100% SOV
- IN-CONTENT VIDEO** \$25 CPM

## APP ADVERTISING

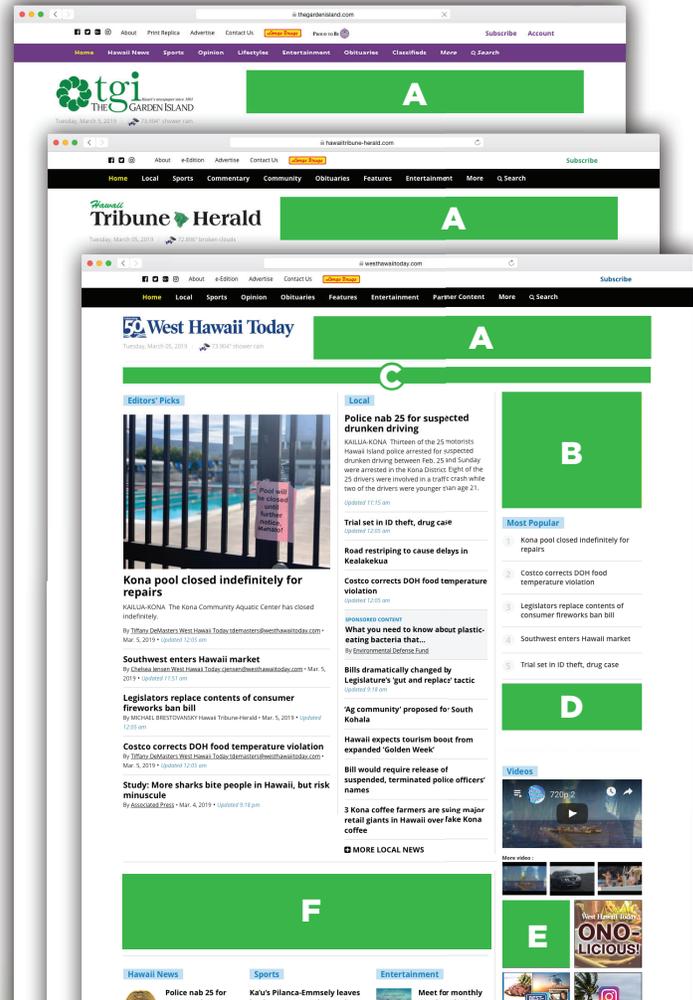
- SPLASH AD** \$5,000 / MO  
• 25% Share of Voice  
• Loads once per day prior to app load
- SWIPE** \$2,500 / MO  
• 25% Share of Voice  
• Loads between stories as users swipe through
- STICKY FOOTER** \$25 CPM
- BOX** \$25 CPM

## VIDEO PRODUCTION SERVICES

STARTING AT \$1,750

## SOCIAL MEDIA POST + BOOST

- Facebook or Instagram \$1,000



## EMAIL MARKETING

- DAILY HEADLINES E-NEWSLETTER**
  - Banner #1 \$1,000 / MO
  - Banner #2 \$750 / MO
  - Banner #3-4 \$500 / MO

Subscribers: TGI - 6,551; HTH - 5,551; WHT - 10,512
- BREAKING NEWS E-NEWSLETTER**
  - Banner \$1,000 / MO
  - Box \$750 / MO

Subscribers: TGI - 12,900; HTH - 13,342; WHT - 20,694
- SPECIAL OFFERS EXCLUSIVE E-BLAST** \$1,500 / EMAIL  
Subscribers: TGI - 4,867; HTH - 5,494; WHT - 13,527

- CPM = Cost per 1,000 impressions - Impressions = Counted each time an ad is displayed on the site. - SOV = Share Of Voice. Sold as a percent of the total impressions available for that position

REVISED FEBRUARY 1, 2023