

CLASSIFIED RATES ²⁰²⁰

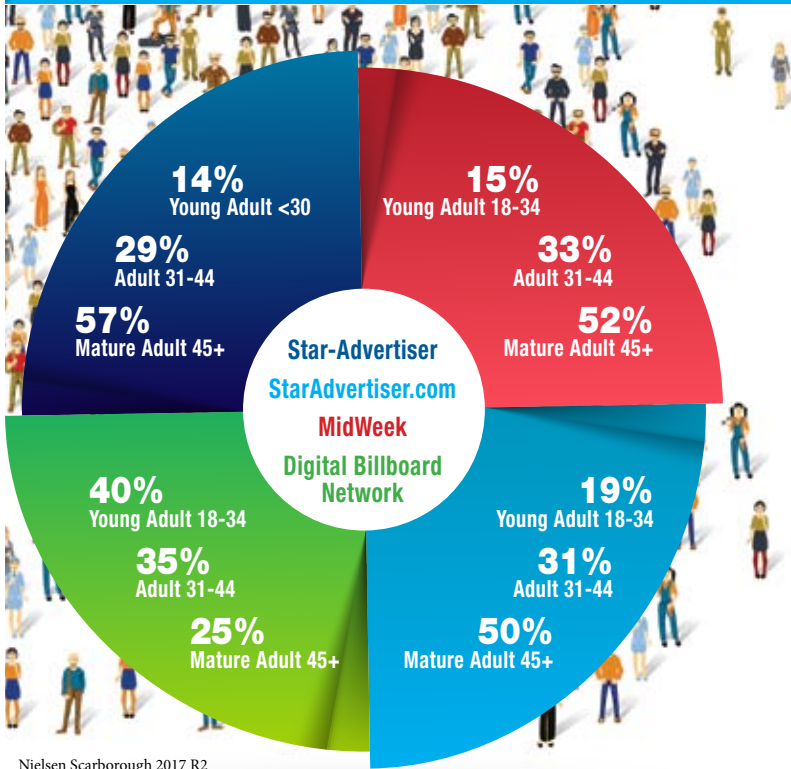


Star  **Advertiser**

500 Ala Moana Blvd Suite 7-500 | Honolulu | Hawaii 96813
529-4700 | staradvertiser.com

EFFECTIVE
JANUARY 1
2020

M
MidWeek



Nielsen Scarborough 2017 R2
 Google Analytics January 2019
 Digital Billboard Network January 2019

2,240,262

WEEKLY ADULT IMPRESSIONS

Star-Advertiser
 453,450 Weekly Readers
63,483 Young Adults
 131,501 Adults
 258,467 Mature Adults

StarAdvertiser.com
 438,157 Weekly Unique Visitors
83,250 Young Adults
 135,829 Adults
 219,079 Mature Adults

MidWeek
 319,226 Weekly Readers
47,884 Young Adults
 105,345 Adults
 165,998 Mature Adults

Digital Billboard Network
 1,029,429 Weekly Views
406,325 Young Adults
 361,330 Adults
 262,504 Mature Adults

Reach

Honolulu Star-Advertiser:

6-day cume	453,450 (58% of) Oahu adults
Daily average-issue circulation	115,561
Daily average-issue reach	264,533 (34% of) Oahu adults
Sunday average-issue circulation	131,940
Sunday average-issue reach	345,351 (44% of) Oahu adults

StarAdvertiser.com:

7-day reach	109,686 (14% of) Oahu adults
30-day reach	156,739 (20% of) Oahu adults
Monthly page views	12,414,982 worldwide
Monthly unique visitors	1,421,993 worldwide

Print and Online combined:

7-day print and 7-day online	481,443 (61% of) Oahu adults
7-day print and 30-day online	495,094 (63% of) Oahu adults

Sources: Circulation - AAM Consolidated Media Report 2016
 Reach: Nielsen-Scarborough 2017 Release 2
 Page views, unique visitors - Google Analytics January 2019



PERSONNEL

President & Publisher
 Dennis Francis..... (808) 529.4702
 dfrancis@staradvertiser.com

Chief Revenue Officer
 J. David Kennedy..... (808) 529.4818
 dkennedy@staradvertiser.com

Senior Vice President /
 Audience & Operations
 Aaron Kotarek..... (808) 695.6318
 akotarek@staradvertiser.com

Vice President / Digital Media
 Troy Fujimoto..... (808) 695.6322
 tfujimoto@staradvertiser.com

Vice President / Advertising
 Patrick Klein (808) 529.4842
 pklein@staradvertiser.com



Vice President / Business
 Development & Regional Sales
 Jay Higa (808) 529.4712
 jhiga@staradvertiser.com

Director of Advertising
 Darin Nakakura..... (808) 529.4726
 dnakakura@staradvertiser.com

FOR NATIONAL ADVERTISING:

Director of Sales & Marketing
 Linda Woo (808) 529.4355
 lwoo@staradvertiser.com



Star-Advertiser CLASSIFICATIONS	Monday - Saturday (per column inch)	Sunday (per column inch)
Circuit Court Notices	\$36	\$45
Funeral Notices*	\$98	\$109
Foreclosure Notices	\$54	\$54
Legal Notices	\$75	\$87
Name Change*	\$201 (flat rate)	\$201 (flat rate)
Additional Names	\$16.22 (per name)	\$22 (per name)

*Cash in advance

Deadlines

Three working days prior to publication date. Deadlines are moved up one day during holidays. Last minute ads may be accepted one working day prior to publication.

Publication Day	Order Deadline
Monday	Tuesday 12 noon
Tuesday	Wednesday 12 noon
Wednesday	Thursday 12 noon
Thursday	Friday 12 noon
Friday	Monday 12 noon
Saturday	Tuesday 12 noon
Sunday	Tuesday 12 noon

Classified Column Widths

1 column	.895"	5 picas 4.5 points
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10 column	9.7"	58 picas 2.4 points

Legal Advertising Specialists

Lisa Kaukani / Direct: 808.529.4344
 Fax: 808.529.4829 | lkaukani@staradvertiser.com

Rose Rosales / Direct: 808.529.4825
 Fax: 808.529.4829 | rrosales@staradvertiser.com

Legal Advertising Extras

Affidavits	\$29 each
Color	\$29 pci
Online	\$62 ea./order
Photo (black and white)	\$29 ea./order
Photo (full color)	\$59 ea./order
Logo	\$29 ea./order
Funeral Notice Artist Fee	\$168 /order

Electronic Delivery

Ads may be submitted via email or (preferred method) ftp site.
 Email: 2MB limit. Contact your A.E. to use this method of delivery.
 Ftp delivery: <http://ftp3-new.staradvertiser.com>
 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 A.E.'s attention: 529-4898

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.

Classified Page Sizes

full page broadsheet	9.7" × 20"
double truck broadsheet	21" × 20"
full page tabloid	9.7" × 10"
double truck tabloid	20" × 10"

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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.

Industry Standards / Liabilities

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Star Advertiser

500 Ala Moana Boulevard, Suite 7-500
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staradvertiser.com | midweek.com

2020 Automotive Rates



Dollar Volume Contracts

LEVELS	DISPLAY (per column inch)					CLASSIFIED LINERS (per line)		
	Classified Friday Auto Section Star-Advertiser	Retail Sunday/Friday Star-Advertiser	Monday-Saturday (no Friday) Star-Advertiser	MidWeek	Color Rate	Auto Section Star-Advertiser	MidWeek Add-On	Daily Star-Advertiser
Open	\$49.97	\$138.55	\$112.42	\$140.81	\$18.17	\$4.94	\$9.26	\$4.89
\$15,000	\$45.42	\$106.75	\$98.80	\$109.02	\$14.76	\$4.72	\$8.35	\$4.67
\$30,000	\$42.01	\$99.93	\$90.85	\$101.06	\$12.49	\$4.67	\$7.78	\$4.59
\$60,000	\$39.7	\$94.26	\$86.30	\$94.26	\$11.36	\$4.59	\$7.16	\$4.54
\$100,000	\$36.34	\$86.30	\$77.22	\$89.71	\$10.22	\$4.26	\$6.25	\$4.26
\$150,000	\$30.66	\$79.50	\$72.68	\$85.17	\$9.08	\$4.04	\$5.68	\$4.04
\$250,000	\$28.39	\$72.68	\$64.73	\$77.22	\$7.95	\$3.81	\$5.05	\$3.81

Automotive Liner Extras

Header	Lineage
Bolding	\$11.36/day
Border	\$11.36/day
Color Screen	\$56.78/day
Color Text	\$28.39/day
Photo	Lineage
Logo	Lineage

*All classified line ads will appear online automatically for \$5 per ad.

Classified Column Widths

1 column	.895"	5 picas 4.5 points
2 column	1.873"	11 picas 2.9 points
3 column	2.852"	17 picas 1.3 points
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Electronic Delivery

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 Email: 2MB limit. Contact your A.E. to use this method of delivery.
 Ftp delivery: <http://ftp3-new.staradvertiser.com>
 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 A.E.'s attention: 529-4898

Technical Requirements

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Industry Standards / Liabilities

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2020 Employment Rates



Dollar Volume Contracts

LEVELS	CLASSIFIED (per column inch)				
	Dollar Volume	Sunday Star-Advertiser	Daily Star-Advertiser	Daily Star-Advertiser Add-On	MidWeek Add-On
Open	\$275.78	\$109.23	\$58.40	\$115.72	\$30.28
\$4,500	\$224.95	\$105.99	\$58.40	\$105.99	\$25.96
\$7,800	\$194.67	\$105.99	\$58.40	\$98.42	\$23.79
\$14,400	\$177.16	\$105.99	\$58.40	\$91.93	\$21.63
\$26,400	\$163.31	\$105.99	\$58.40	\$85.44	\$18.39
\$60,000	\$146.00	\$105.99	\$58.40	\$77.87	\$15.14
\$108,000	\$133.02	\$105.99	\$58.40	\$71.38	\$12.98 12 lines per

column inch. 4 column inch minimum for display ads.

Employment Liner Extras

Header	Lineage
Bolding	\$11.36/day
Border	\$11.36/day
Color Screen	\$56.78/day
Color Text	\$28.39/day
Photo	Lineage
Logo	Lineage

monster.com rate

7 days (with purchase of print ad)	\$161
30 days (with purchase of print ad)	\$337
30 days (monster.com only)	\$515

Classified Column Widths

1 column	.895"	5 picas 4.5 points
2 column	1.873"	11 picas 2.9 points
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Updated 1/11/20

Electronic Delivery

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

Email: 2MB limit. Contact your A.E. to use this method of delivery.

Ftp delivery: <http://ftp3-new.staradvertiser.com>

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 A.E.'s attention: 529-4898

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2020 Real Estate Rates



Dollar Volume Contracts

LEVELS	DISPLAY (per column inch)					CLASSIFIED LINERS (per line)		
	Dollar Volume	Classified Sunday Star-Advertiser	Retail Sunday Star-Advertiser	Monday-Saturday Star-Advertiser	MidWeek	Color Rate	Sunday Star-Advertiser	MidWeek Add-On
Open	\$80.03	\$148.17	\$112.48	\$140.60	\$30.28	\$9.73	\$9.73	\$7.57
\$15,000	\$62.73	\$125.45	\$94.09	\$109.23	\$25.96	\$8.65	\$8.65	\$4.33
\$30,000	\$52.99	\$126.54	\$89.76	\$102.74	\$22.71	\$7.57	\$7.57	\$5.41
\$60,000	\$49.75	\$118.97	\$87.60	\$94.09	\$21.63	\$6.49	\$7.57	\$4.33
\$100,000	\$46.50	\$116.80	\$85.44	\$89.76	\$17.30	\$6.49	\$6.49	\$4.33
\$150,000	\$44.34	\$115.72	\$94.66	\$85.44	\$15.14	\$5.41	\$6.49	\$3.24
\$250,000	\$42.18	\$112.48	\$82.19	\$76.79	\$12.98	\$5.41	\$5.41	\$3.24

Real Estate Liner Extras

Header	Lineage
Bolding	\$11.38/day
Border	\$11.38/day
Color Screen	\$56.78/day
Color Text	\$28.39/day
Photo	Lineage
Logo	Lineage

*All classified line ads will appear online automatically for \$5 per ad.

Classified Column Widths

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Electronic Delivery

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Email: 2MB limit. Contact your A.E. to use this method of delivery.

Ftp delivery: <http://ftp3-new.staradvertiser.com>

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 A.E.'s attention: 529-4898

Technical Requirements

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Dollar Volume Contracts

LEVELS	CLASSIFIED LINERS (per line)		
	Dollar Volume	Sunday Star-Advertiser	MidWeek Add-On
Open	\$18.93	\$9.73	\$7.79
\$8,100	\$8.12	\$8.12	\$6.39
\$15,000	\$7.52	\$7.52	\$5.41
\$20,700	\$6.97	\$6.97	\$5.30
\$25,200	\$6.39	\$6.39	\$4.76
\$28,500	\$5.84	\$5.84	\$4.33
\$51,000	\$5.30	\$5.30	\$3.63

Rental Liner Extras

Header	Lineage
Bolding	\$11.36/day
Border	\$11.36/day
Color Screen	\$56.78/day
Color Text	\$28.39/day
Photo	Lineage
Logo	Lineage

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2020 Deadlines/Closing Times



DEADLINES & GENERAL INFORMATION

Publication Day	Sections	Order Deadline & Materials requiring in-house production	Camera-Ready PDF/X-1a Digital Files**	Classified Liner
Monday	Classifieds Main News	Wednesday 6pm Wednesday 6pm	Thursday 5pm Thursday 5pm	Friday 12noon -
Tuesday	Classifieds Main News Live Well	Thursday 6pm Thursday 6pm Wednesday 6pm	Friday 5pm Friday 5pm Friday 5pm	Monday 4:45pm - -
Wednesday	Classifieds Main News Crave MidWeek MidWeek Voice	Friday 6pm Friday 6pm Thursday 6pm Thursday Noon Tuesday 3pm	Monday 5pm Monday 5pm Friday 5pm Friday 10am Thursday 10am	Tuesday 4:45pm - - Friday 12noon -
Thursday	Classifieds Main News Play	Monday 6pm Monday 6pm Monday 10am	Tuesday 5pm Tuesday 5pm Tuesday 5pm	Wednesday 4:45pm - -
Friday	Classifieds Main News Auto Street Pulse	Tuesday 6pm Tuesday 6pm Tuesday 6pm Tuesday Noon	Wednesday 5pm Wednesday 5pm Wednesday 5pm Wednesday 5pm Photo Sells - Wednesday 3pm	Thursday 4:45pm - Thursday 12Noon Thursday 4:45pm
Saturday	Classifieds Main News	Wednesday 6pm Wednesday 6pm	Thursday 5pm Thursday 5pm	Friday 12noon -
Sunday	Classifieds, Jobs, Autos Main News Hawaii's Homes, Open Homes Hawaii Renovation Currents Travel StarChannels Movie Ads Dining Out	Wednesday 6pm Wednesday 6pm Tuesday 6pm Tuesday 6pm Tuesday 5pm Tuesday 6pm Tuesday 6pm Tuesday 6pm Tuesday 6pm Friday 5pm**	Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm	Friday 12noon - Friday 12noon - - - - - - -

**Weekly publications are one full week in advance of publication. ** Dining Out space deadline 2 Fridays prior to publication date.*

****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.



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