Drive provides guests with compelling editorial, focusing on excursions by car—activities, entertainment, shopping, dining, beaches, places of interests and more. This perfect-bound magazine is a collaboration between the three brands and Oahu Publications, Hawaii’s leading publisher of visitor industry magazines.

**Compelling Content • Targeted Audience • Pre and Post Arrival Benefits**

**Publication Dates**

- **Big Island** - March, July, November 2020
- **Kauai** - April, August, December 2020
- **Oahu** - May, September 2020; January 2021
- **Maui** - June, October 2020; February 2021

**Distributed to All 70+ Enterprise, Alamo and National Car Rental Locations Across Hawaii**

Covering Oahu, Maui, Big Island and Kauai.
### BIG ISLAND

#### 2020-2021 BIG ISLAND SCHEDULE

<table>
<thead>
<tr>
<th>Issues</th>
<th>Space Deadline</th>
<th>Camera Ready</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH - JUNE</td>
<td>January 7</td>
<td>January 14</td>
</tr>
<tr>
<td>JULY - OCT.</td>
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#### 2020-2021 BIG ISLAND RATES

**Premium Positions**

<table>
<thead>
<tr>
<th>Positions</th>
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<tbody>
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<td>$1,700</td>
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<td>$1,650</td>
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<tr>
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<td>Back Cover</td>
<td>$3,150</td>
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**Run of Magazine**

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<tbody>
<tr>
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<tr>
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<tr>
<td>Quarter Page</td>
<td>$675</td>
<td>$575</td>
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*All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.*

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### KAUAI

#### 2020-2021 KAUAI SCHEDULE

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<th>Issues</th>
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#### 2020-2021 KAUAI RATES

**Premium Positions**

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<tr>
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<td>Inside Back</td>
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<td>Back Cover</td>
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**Run of Magazine**

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<tr>
<td>Quarter Page</td>
<td>$475</td>
<td>$450</td>
</tr>
</tbody>
</table>

*All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.*

---

**TO ADVERTISE**

**BIG ISLAND**

Maya Ratcliff  
808.464.9724  
mratcliff@westhawaiitoday.com

**KAUAI**

Jay Higa  
808.529.4712  
jhiga@staradvertiser.com
### 2020-2021 OAHU SCHEDULE

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<th>Issues</th>
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### 2020-2021 OAHU RATES

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<tr>
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<td>$4,200</td>
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<table>
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<tbody>
<tr>
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<td>$1,875</td>
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<td>Quarter Page</td>
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<td>$975</td>
<td>$800</td>
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All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

---

### TO ADVERTISE

Norma Kamai  
808.330.9230  
kamai@staradvertiser.com

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### 2020-2021 MAUI SCHEDULE

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<th>Issues</th>
<th>Space Deadline</th>
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<td>FEB. - MAY 2021</td>
<td>December 7</td>
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### 2020-2021 MAUI RATES

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<th>Premium Positions</th>
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<td>$1,550</td>
</tr>
<tr>
<td>Center Pages</td>
<td>$5,100</td>
<td>$4,600</td>
<td>$3,800</td>
</tr>
<tr>
<td>Inside Front</td>
<td>$3,400</td>
<td>$3,100</td>
<td>$2,600</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$3,250</td>
<td>$2,950</td>
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</tr>
<tr>
<td>Back Cover</td>
<td>$3,975</td>
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<table>
<thead>
<tr>
<th>Run of Magazine</th>
<th>Open</th>
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<tbody>
<tr>
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<tr>
<td>Quarter Page</td>
<td>$800</td>
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All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.
PRODUCTION SPECS

TRIM SIZE: 8” X 10.625”

SAFETY: All live matter must be at least 0.25” from trim on all sides.

BINDING: Perfect bound, 10.625” side
Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

Trim Size: 8”w x 10.625”h

Full Page with bleed: 8.25”w x 10.875”h
Build to trim size (8”w x 10.625”h) and extend the bleed .125” beyond trim on all sides.

Full Page no bleed: 7.25”w x 9.875”h

2-Page Spread trim size: 16”w x 10.625”h

2-Page Spread with bleed: 16.25”w x 10.875”h
Build to trim size (16”w x 10.625”h) and extend the bleed .125” beyond trim on all sides.

1/2 Page (vertical): 3.5”w x 9.875”h

1/2 Page (horizontal): 7.25”w x 4.8125”h

1/4 Page: 3.5”w x 4.8125”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 (such as ICC 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.

HAWAII.COM

Hawaii.com is the leading website for planning travel to and within the Hawaiian Islands. With over 3 million page views each month, Hawaii.com connects travelers with their choice of island accommodations as well as the best in activities, shopping, dining and more. The site contains quality content targeting both repeat and first-time visitors designed to drive direct bookings to your business.

TO ADVERTISE
Norma Kamai
808.330.9230
nkamai@staradvertiser.com

101 THINGS TO DO

101 Things To Do is a full-size perfect bound magazine committed to providing visitors with quality travel resources, compelling editorial and an even-handed picture of the Hawaiian Islands. Each of the four islands has their own unique 101 magazine. It is printed three times annually with a shelf life of four months each. Total annual distribution is 1.3 million copies.

TO ADVERTISE
Norma Kamai
808.330.9230
nkamai@staradvertiser.com