

HO'ONANEA

Castle Resorts & Hotels Custom Publications



*Ho'onanea magazine is dedicated to the
Castle Resorts & Hotels guest.*

Ho'onanea explores what's trending, Hawaii's lesser-known gems and beloved jaunts
and venues that locals love and visitors love to discover.

*Ho'onanea is the official in-room publication for Castle Resorts & Hotels'
21 properties in Hawaii*

PUBLICATION / CLOSING DATES

FALL/WINTER ISSUE: **December 2020**
SPACE: Oct. 21, 2020 | CAMERA-READY: Oct. 28, 2020

PRINTED ANNUALLY

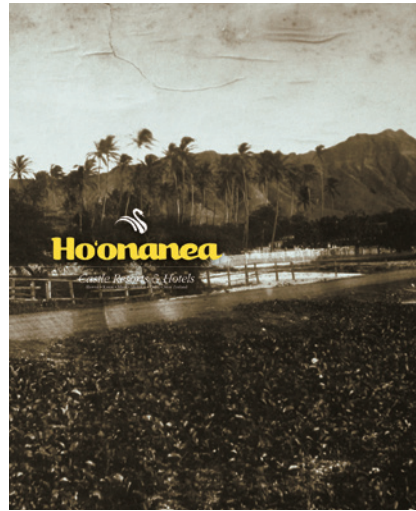
DESIGNATED:
ALA MOANA CENTER
ROYAL HAWAIIAN CENTER

Tentative and subject to change.

To advertise: Linda Woo
lwoo@staradvertiser.com | 808-529-4355

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SEMI-ANNUAL AD RATES

	1x
Full Page	\$3,350
1/2 Page	\$2,060
1/4 Page	\$1,030

Back Cover - additional 15%
 Inside Back Cover - additional 10%
 Inside Front Cover - additional 10%

All rates are net plus tax
 Prices listed are per issue

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.

CIRCULATION

7,000 copies distributed in rooms at Castle Resort & Hotels' 18 properties across Hawaii.

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FILE DELIVERY

OPI Uploader: Go to <http://files2.us> and complete form to upload files

Username: guest Password: fileupload

Email: Contact your Account Executive to use this method.

PRODUCTION SPECS

TRIM SIZE: 9" X 10.875"

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

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: 9"w x 10.875"h

Full Page with bleed: 9.25"w x 11.125"h

Build to trim size (9"w x 10.875"h)

and extend the bleed .125" beyond trim on all sides.

Full Page no bleed: 7.876"w x 9.625"h

2-Page Spread trim size: 18"w x 10.875"h

2-Page Spread with bleed: 18.25"w x 11.125"h

Build to trim size (18"w x 10.875"h)

and extend the bleed .125" beyond trim on all sides.

1/4 Page: 3.91"w x 4.854"h

1/2 Page (vertical): 3.91"w x 9.875"h

1/2 Page (horizontal): 8"w x 4.854"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.