NATIONAL DIGITAL RATES 2020
3,027,813
WEEKLY ADULT IMPRESSIONS

Digital Billboard Network
1,261,486 Weekly Views
465,529 Young Adults
456,386 Adults
339,571 Mature Adults

StarAdvertiser.com
1,062,461 Weekly Unique Visitors
127,495 Young Adults
318,738 Adults
616,228 Mature Adults

Star-Advertiser
444,688 Weekly Readers
54,001 Young Adults
93,476 Adults
297,211 Mature Adults

MidWeek
259,178 Weekly Readers
22,077 Young Adults
51,403 Adults
185,698 Mature Adults

STAR MEDIA WEBSITES
staradvertiser.com
thegardenisland.com
hawaiitribune-herald.com
westhawaiitoday.com
hawaii.com
dining.staradvertiser.com
hawaiirenovation.staradvertiser.com
hawaiiwarrriorworld.com
hawaiiprepworld.com
honolulustreetpulse.com
101thingstodo.com

midweek.com
midweekkauai.com
hawaiislandmidweek.com
gokailuamagazine.com
gokapoleimagazine.com
hiluxury.com
jobs.staradvertiser.com
hawaiicars.com
hawaiislandhomes.com
digitalbillboardnetwork.com

 Nielsen Scarborough 2019 R2
Google Analytics March 2020
Digital Billboard Network March 2020
## ONLINE NATIONAL RATES
(Cross-platform rates shown. Contact us for Desktop-Only and Mobile-Only rates, if they apply.)

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLIDING BILLBOARD</td>
<td>$120 cpm</td>
</tr>
<tr>
<td>• Desktop: 982x30 expands to 982x300</td>
<td></td>
</tr>
<tr>
<td>• Mobile: 300x50 expands to 300x250</td>
<td></td>
</tr>
<tr>
<td>RIGHT EAR PREMIUM MASTHEAD TILE</td>
<td>$70K / MO</td>
</tr>
<tr>
<td>• Desktop/Mobile: 300x100</td>
<td></td>
</tr>
<tr>
<td>LEFT EAR PREMIUM MASTHEAD TILE</td>
<td>$40K / MO</td>
</tr>
<tr>
<td>• Desktop Only: 300x100</td>
<td></td>
</tr>
<tr>
<td>PREMIUM BREAKING NEWS SMART BANNER</td>
<td>$60K / MO</td>
</tr>
<tr>
<td>• Desktop: 728x90</td>
<td>$16k / mo</td>
</tr>
<tr>
<td>• Mobile: 640x100</td>
<td>for 25% S.O.V.</td>
</tr>
<tr>
<td>• 100% share of voice</td>
<td></td>
</tr>
<tr>
<td>SLIDE-OUT MENU TILE</td>
<td>$3,000 / MO</td>
</tr>
<tr>
<td>• Desktop/Mobile: 300x100</td>
<td></td>
</tr>
<tr>
<td>SLIDE-OUT MENU BOX</td>
<td>$3,000 / MO</td>
</tr>
<tr>
<td>• Desktop/Mobile: 300x250</td>
<td></td>
</tr>
<tr>
<td>TOP/SUPER LEADERBOARD</td>
<td>$50 CPM</td>
</tr>
<tr>
<td>• Desktop/Tablet: 728x90 / 970x90</td>
<td></td>
</tr>
<tr>
<td>• Cross-platform excludes mobile</td>
<td></td>
</tr>
<tr>
<td>HOMEPAGE TOP BOX</td>
<td>$50 CPM</td>
</tr>
<tr>
<td>• Desktop/Mobile: 300x250</td>
<td></td>
</tr>
<tr>
<td>MOST READ SPONSORSHIP TILE / TICKER</td>
<td>$5,000 / WK</td>
</tr>
<tr>
<td>• Desktop/Mobile: 300x100</td>
<td></td>
</tr>
<tr>
<td>• Homepage presence for 1 week</td>
<td></td>
</tr>
<tr>
<td>SMART BANNER</td>
<td>$40 CPM</td>
</tr>
<tr>
<td>• Desktop: 728x90 / 970x90</td>
<td></td>
</tr>
<tr>
<td>• Mobile: 640x100</td>
<td></td>
</tr>
<tr>
<td>BOX 1, 2, 3, 4*</td>
<td>$40 CPM</td>
</tr>
<tr>
<td>• Desktop/Mobile: 300x250</td>
<td></td>
</tr>
<tr>
<td>• *Box 4: homepage only</td>
<td></td>
</tr>
<tr>
<td>NATIVE AD SINGLE</td>
<td>$10K / 5 DAYS</td>
</tr>
<tr>
<td>• Dedicated post, front page presence 5 days</td>
<td></td>
</tr>
<tr>
<td>NATIVE AD 4 BOXES</td>
<td>$5,000 / 5 DAYS</td>
</tr>
<tr>
<td>• Dedicated post, front page presence 5 days,</td>
<td></td>
</tr>
<tr>
<td>• rotates in 1 of 4 spots with other advertisers</td>
<td></td>
</tr>
<tr>
<td>INTERSTITIAL</td>
<td>$10K / DAY</td>
</tr>
<tr>
<td>• Desktop: 550x400</td>
<td></td>
</tr>
<tr>
<td>• Mobile: 300x250</td>
<td></td>
</tr>
<tr>
<td>APP SPLASH AD</td>
<td>$10K / MO</td>
</tr>
<tr>
<td>• Mobile 768x1024 / 640x960</td>
<td></td>
</tr>
<tr>
<td>• 25% Share of Voice</td>
<td></td>
</tr>
<tr>
<td>• Loads once per day prior to app load</td>
<td></td>
</tr>
<tr>
<td>APP SWIPE</td>
<td>$50 CPM</td>
</tr>
<tr>
<td>• Mobile 768x1024 / 640x960</td>
<td></td>
</tr>
<tr>
<td>• Loads between stories as users swipe through</td>
<td></td>
</tr>
<tr>
<td>APP STICKY FOOTER</td>
<td>$5,000 / MO</td>
</tr>
<tr>
<td>• Mobile 320x50</td>
<td></td>
</tr>
<tr>
<td>• 25% Share of Voice</td>
<td></td>
</tr>
<tr>
<td>APP BOX</td>
<td>$50 CPM</td>
</tr>
<tr>
<td>• Mobile 300x250</td>
<td></td>
</tr>
</tbody>
</table>

Additional $4 CPM for each layer of targeting (ex: geo, unique visitor, section). Creative file guidelines: 40k maximum file size, 3 frames maximum, JPG, GIF, and HTML5 (with absolute URL’s) accepted. Rich Media creatives start at $70 CPM.
- 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.
ONLINE POSITIONS - NATIONAL RATES

A LEADERBOARD
728x90
$30 cpm

B SLIDING BILLBOARD
970x400 closes to 970x30
$100 cpm

C BOX
300x250
$30 cpm

D SMALL BANNER - 100% SOV
300x100
$4,000/mo.

E TILE
145x145
$900/month (open rate)
$500/month (12x contract)

F EXCLUSIVE NATIVE AD
Dedicated Post Front Page Presence
$5000 (5 days, M-F)

• HOMEPAGE ROADBLOCK - 100% SOV
728x90, 300x250
$5,000/24 hours

• INTERSTITIAL AD - 100% SOV
$4,000/1x/user/24 hours

Additional $4 CPM for each layer of targeting (ex: geo, unique visitor, section). Creative file guidelines: 40k maximum file size, 3 frames maximum, JPG, GIF, and HTML5 (with absolute URLs) accepted. Rich Media creatives start at $70 CPM.

- 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

EMAIL MARKETING

DAILY HEADLINES E-NEWSLETTER
• SMALL BANNER #1 300X100 $2,500/mo
• SMALL BANNER #2 300X100 $1,500/mo
• SMALL BANNER #3-4 300X100 $1,000/mo

Subscribers: TGI - 7,653, HTH - 6,009, WHT - 7,342

BREAKING NEWS E-NEWSLETTER
• SMALL BANNER 300X100 $2,500/mo
• BOX 300X250 $1,500/mo

Subscribers: TGI - 1,114, HTH - 6,481, WHT - 7,314

SPECIAL OFFERS EXCLUSIVE E-BLAST
$2,500 /email

Subscribers: TGI - 2,718, HTH - 2,034, WHT - 2,331

All rates are NET and subject to Hawaii’s general excise tax of 4.712 percent.
**About Hawaii.com**

- 2.2 Million Page Views per month
- 315,000 Users monthly
- 462,000 Facebook Followers
- 226,000 Weekly E-Newsletter Recipients
- 50% of our Traffic is Organic Search
- 64% of visitors book from ACCOMMODATIONS online

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**64% of Visitors**
- Book Accommodations online

**65% of Visitors**
- Make Car Reservations online

**58% of Visitors**
- Plan Activities online

**50% of Visitors**
- Find Restaurants online

**34% of Visitors**
- Find Places to Shop online

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**Advertising Options**

<table>
<thead>
<tr>
<th></th>
<th>1-6 Months</th>
<th>7-12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Profile</strong></td>
<td>$1,000/mo</td>
<td>$500/mo</td>
</tr>
<tr>
<td><strong>Hot Clicks Text Ad</strong></td>
<td>$400/mo</td>
<td>$200/mo</td>
</tr>
<tr>
<td><strong>Specials Text Ad</strong></td>
<td>$600/mo</td>
<td>$300/mo</td>
</tr>
<tr>
<td><strong>Advertorial</strong></td>
<td>$6,000/article</td>
<td>$3,000/article</td>
</tr>
</tbody>
</table>

**Banner Ads**

<table>
<thead>
<tr>
<th></th>
<th>728x90</th>
<th>300x250</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Homepage</strong></td>
<td>$30 CPM</td>
<td>$30 CPM</td>
</tr>
<tr>
<td><strong>ROS</strong></td>
<td>$20 CPM</td>
<td>$20 CPM</td>
</tr>
</tbody>
</table>

**Other**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exclusive Email Blast</strong></td>
<td>$7,000/email</td>
<td>$5,000/email</td>
<td>$3,600/email</td>
</tr>
<tr>
<td><strong>Facebook/Instagram</strong></td>
<td>Starting at $1,000 (includes boost)</td>
<td>$700/event</td>
<td>$600/event</td>
</tr>
<tr>
<td><strong>Event Listing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All rates are NET and subject to Hawaii’s general excise tax of 4.712 percent.
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

EXCLUSIVE EMAIL BLASTS
Send custom targeted messages to specific audience segments.
• Star-Advertiser Offers
• Hot Deals Offers
• Dining Out Offers
• MidWeek Offers
• Hawaii.com Membership
• Hawaii.com Travel Specials
• Targeted Email Blasts - subscriber totals based on selected demographic criteria

SOCIAL MEDIA POSTS & VIDEO
Leverage OPI’s social media platforms to add credibility and expand your reach.
@staradvertiser (Facebook/Instagram)
@diningouthawaii (Facebook)
@diningout_hawaii (Instagram)
@cravehi (Facebook)
@crave_hi (Instagram)
@midweekhawaii (Facebook/Instagram)
@hawaiitravel (Facebook/Instagram)
@honolulustreetpulse (Facebook)
@streetpulse (Instagram)
FACEBOOK ADVERTISING
Take advantage of Facebook’s extremely diverse userbase to find your exact demographic. We will create and build the newsfeed ad to draw in the customers you desire.
- **Right Hand Rail & Newsfeed:** Retarget users based on their past online browsing history.
- **Demand fulfillment:** Nudge shoppers to complete a purchase they have already showed interest in.

NATIVE ADVERTISING
Native ads are paid advertising disguised as organic content. It is a way to present your message in a format more likely to be consumed by your target audience. By matching the form of editorial content, the consumer is more likely to view and read your message.

GEO-FENCING
Reach your audience through apps and browsers they already use with your advertising messages.
- Precise real-time user location data.
- Retarget customers who visit or commute through any geo-fenced location.
- Granular Localization via Custom Shapes & Sizes

TARGETED EMAIL BLASTS
Email database built on information obtained through opt-in online surveys, e-subscriptions, e-registrations, and our extensive network of permission-based websites.
- Scrubbed monthly to ensure quality and deliverability.
- Over 140 million consumer and business emails, time stamped with URLs to verify recipients consent.
- Securely deliver your message to specific consumers using hundreds of targeting options.
- Reach national, regional and/ or local audiences at cost effective rates.

FACEBOOK ADVERTISING
Take advantage of Facebook’s extremely diverse userbase to find your exact demographic. We will create and build the newsfeed ad to draw in the customers you desire.
- **Right Hand Rail & Newsfeed:** Retarget users based on their past online browsing history.
- **Demand fulfillment:** Nudge shoppers to complete a purchase they have already showed interest in.

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
DIGITAL BILLBOARD NETWORK

INNOVATIVE TECHNOLOGY
Site View is a sophisticated solution that plays videos (advertiser, newspaper and retailer content). As the video content is playing, the computer captures demographic data related to the viewers, such as age and gender.

DEMOGRAPHIC DETECTION
Using our proprietary dynamic face tracking technology we can see who is in the store and viewing your message so your marketing can be strategically targeted to those demographics.

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

ADVERTISING FREQUENCY
Take advantage of massive ad frequency. Each network only has 15 advertisers which means your video would play once every 8 minutes.

NUMEROUS RETAILER NETWORKS
Enjoy the benefits of high retailer traffic & audience as well as attractive geographic locations.

Contact Jay Higa at 808.529.4712

STAR MEDIA

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Oahu Publications Inc.
Hawaii's Largest Media Company

Digital Billboard Network

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