

# go KAILUA



## *It's all about Kailua!*

*Go Kailua* is a community magazine for Kailua, filled with information about shopping, dining, activities and events in the neighborhood.

*Go Kailua* is direct-mailed to homes in the close-knit community of Kailua.

### **PUBLICATION / CLOSING DATES**

ISSUE: **March 2020**

SPACE: Jan. 22, 2020 | CAMERA-READY: Jan. 29, 2020

ISSUE: **June 2020**

SPACE: April 22, 2020 | CAMERA-READY: April 29, 2020

ISSUE: **September 2020**

SPACE: July 22, 2020 | CAMERA-READY: July 29, 2020

ISSUE: **December 2020**

SPACE: Sept. 30, 2020 | CAMERA-READY: Oct. 7, 2020

*Tentative and subject to change.*

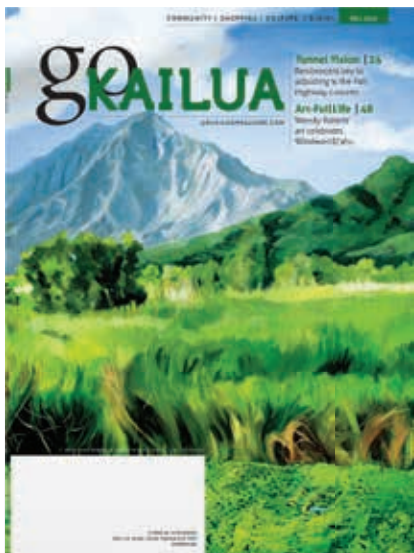
**DISTRIBUTED QUARTERLY  
TO OVER 19,000 KAILUA  
HOMES BY DIRECT MAIL**

**17 DIGITAL BILLBOARD  
NETWORK SCREENS  
(AVG. 363,713 VIEWS)**

**LOCAL BUSINESS GUIDE ON  
STARADVERTISER.COM  
(AVG. 11 MILLION  
PAGE VIEWS PER MONTH)**

**To advertise: Patrick Klein**  
pklein@staradvertiser.com | 808-529-4842

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## QUARTERLY AD RATES

	1x	2x	4x
<b>Full Page</b>	\$4,555	\$2,730	\$2,040
<b>1/2 Page</b>	\$2,650	\$1,880	\$1,080
<b>1/4 Page</b>	\$1,620	\$1,110	\$720

All packages include 5 sec flash of GO Kailua ad on Windward Oahu Digital Billboard Network (17 screens - avg. 363,713 views and 891,990 opportunities to see)

**WINDWARD DBN NETWORKS:** **Jamba Juice:** Kailua Village/Kaneohe Bay Shopping Center **Aloha Island Mart:** Kailua Shell/Kaneohe **Walgreens:** Kailua/Kaneohe **Longs Drugs:** Kailua/Kaneohe Bay Shopping Center/Windward City Shopping Center **Zippy's:** Kailua/Kaneohe **L&L:** Kailua **7-Eleven:** Kaawa/Kahaluu/Kaneohe Bay Shopping Center/Kuulei/Oneawa/Pali/Waimanalo/Waimanalo 2

Directory widget and interactive ad placed online on staradvertiser.com.

## PREMIUM POSITIONS

Minimum of 4x commitment

### COVERS

<b>4th (back)</b>	\$3,310
<b>3rd (inside back)</b>	\$2,730
<b>2nd (inside front)</b>	\$2,730
<b>Page 1</b>	\$2,730
<b>Page 3</b>	\$2,730
<b>Page 5</b>	\$2,265
<b>Page 7</b>	\$2,265
<b>Page 9</b>	\$2,265

All rates are net plus tax. prices listed are per issue. Positions other than premium positions listed above are not guaranteed. 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.

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## LOCAL BUSINESS GUIDE

Content from your ad is used to create a mobile-first interactive digital banner and business directory profile viewable on desktop computers, tablets and smart phones. Your business will be promoted throughout staradvertiser.com.

### INTERACTIVE AD UNIT:

Features your print ad, contact info with click-to-contact links, and social sharing links.

### HOSTED BUSINESS DIRECTORY PROFILE:

Leverage our SEO to help promote your business and increase your search rankings.

### DIRECTORY WIDGETS:

Provide consistent promotion across staradvertiser.com.

### DETAILED REPORTS:

Understand the value of your investment with our reports on the performance of your campaign.



## 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.



### ADVERTISING FREQUENCY:

Take advantage of massive ad frequency. Each network only has 15 advertisers which means your video would play once every 7 minutes.

### NUMEROUS RETAILER NETWORKS:

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



AND MANY MORE!



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## PRODUCTION SPECS

**TRIM SIZE:** 8.125" X 10.875"

**SAFETY:** All live matter must be at least 0.25" from trim.

**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:** 8.125" w x 10.875" h

**Full Page with bleed:** 8.375" w x 11.125" h

Build to trim size (8.125" w x 10.875" h)

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

**Full Page no bleed:** 7.125" w x 9.805" h

**2-Page Spread trim size:** 16.25" w x 10.875" h

**2-Page Spread with bleed:** 16.5" w x 11.125" h

Build to trim size (8.125" w x 10.875" h)

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

**1/2 Page (vertical):** 3.434" w x 9.805" h

**1/2 Page (horizontal):** 7.055" w x 4.803" h

**1/4 Page:** 3.434" w x 4.803" 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.
- 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.**

## 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.

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