NATIONAL DIGITAL RATES 2021
1,777,296
WEEKLY ADULT IMPRESSIONS

Digital Billboard Network
- 723,792 Weekly Views
  - 267,803 Young Adults
  - 260,565 Adults
  - 195,424 Mature Adults

StarAdvertiser.com
- 397,738 Weekly Unique Visitors
  - 51,706 Young Adults
  - 115,344 Adults
  - 220,688 Mature Adults

Star-Advertiser
- 400,032 Weekly Readers
  - 38,156 Young Adults
  - 78,361 Adults
  - 283,514 Mature Adults

MidWeek
- 255,734 Weekly Readers
  - 15,344 Young Adults
  - 39,933 Adults
  - 200,458 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
- hawaiiislandmidweek.com
- gokailuamagazine.com
- gokapoleimagazine.com
- hiluxury.com
- jobs.staradvertiser.com
- hawaiicars.com
- hawaiiislandhomes.com
- digitalbillboardnetwork.com
# 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><strong>SLIDING BILLBOARD</strong></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><strong>RIGHT EAR PREMIUM MASTHEAD TILE</strong></td>
<td>$70K / MO</td>
</tr>
<tr>
<td>• Desktop/Mobile: 300x100</td>
<td></td>
</tr>
<tr>
<td><strong>LEFT EAR PREMIUM MASTHEAD TILE</strong></td>
<td>$40K / MO</td>
</tr>
<tr>
<td>• Desktop Only: 300x100</td>
<td></td>
</tr>
<tr>
<td><strong>PREMIUM BREAKING NEWS SMART BANNER</strong></td>
<td>$60K / MO</td>
</tr>
<tr>
<td>• Desktop: 728x90</td>
<td>$16k / mo for 25% S.O.V.</td>
</tr>
<tr>
<td>• Mobile: 640x100</td>
<td></td>
</tr>
<tr>
<td>• 100% share of voice</td>
<td></td>
</tr>
<tr>
<td><strong>SLIDE-OUT MENU TILE</strong></td>
<td>$3,000 / MO</td>
</tr>
<tr>
<td>• Desktop/Mobile: 300x100</td>
<td></td>
</tr>
<tr>
<td><strong>SLIDE-OUT MENU BOX</strong></td>
<td>$3,000 / MO</td>
</tr>
<tr>
<td>• Desktop/Mobile: 300x250</td>
<td></td>
</tr>
<tr>
<td><strong>TOP/SUPER LEADERBOARD</strong></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><strong>HOMEPAGE TOP BOX</strong></td>
<td>$50 CPM</td>
</tr>
<tr>
<td>• Desktop/Mobile: 300x250</td>
<td></td>
</tr>
<tr>
<td><strong>MOST READ SPONSORSHIP TILE / TICKER</strong></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><strong>SMART BANNER</strong></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><strong>BOX 1, 2, 3, 4</strong>*</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><strong>NATIVE AD SINGLE</strong></td>
<td>$10K / 5 DAYS</td>
</tr>
<tr>
<td>• Dedicated post, front page presence 5 days</td>
<td></td>
</tr>
<tr>
<td><strong>NATIVE AD 4 BOXES</strong></td>
<td>$5,000 / 5 DAYS</td>
</tr>
<tr>
<td>• Dedicated post, front page presence 5 days, rotates in 1 of 4 spots with other advertisers</td>
<td></td>
</tr>
<tr>
<td><strong>INTERSTITIAL</strong></td>
<td>$10K / DAY</td>
</tr>
<tr>
<td>• Desktop: 550x400</td>
<td></td>
</tr>
<tr>
<td>• Mobile: 300x250</td>
<td></td>
</tr>
<tr>
<td><strong>APP SPLASH AD</strong></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><strong>APP SWIPE</strong></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><strong>APP STICKY FOOTER</strong></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><strong>APP BOX</strong></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 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

Visit our complete and interactive digital rates lists

OahuPublications.com/onlinerates
OahuPublications.com/onlinerates/mobile
OahuPublications.com/onlinerates/app

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

## Online Positions - National Rates

<table>
<thead>
<tr>
<th></th>
<th>Leaderboard</th>
<th>Sliding Billboard</th>
<th>Box</th>
<th>Small Banner - 100% SOV</th>
<th>Tile</th>
<th>Exclusive Native Ad</th>
<th>Homepage Roadblock - 100% SOV</th>
<th>Interstitial Ad - 100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>728x90</td>
<td>970x400 closes to 970x30</td>
<td>300x250</td>
<td>300x100</td>
<td>145x145</td>
<td>728x90, 300x250</td>
<td>300x100/1x/user/24 hours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$30 cpm</td>
<td>$100 cpm</td>
<td>$30 cpm</td>
<td>$4,000/mo.</td>
<td>$900/month (open rate)</td>
<td>$5,000/24 hours</td>
<td>$4,000/mo.</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

- **CPM** = Cost per 1,000 impressions
- **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

### Breaking News E-Newsletter
- Small Banner 300x100: $2,500/mo
- Box 300x250: $1,500/mo

### Special Offers Exclusive E-Blast
- $2,500 /email

Subscribers: TGI - 7,171, HTH - 10,567, WHT - 18,205

Subscribers: TGI - 2,822, HTH - 2,690, WHT - 10,353

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Rich Media creatives start at $70 CPM.

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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>

<table>
<thead>
<tr>
<th></th>
<th>728x90</th>
<th>300x250</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banner Ads</strong></td>
<td></td>
<td></td>
</tr>
<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>

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Other</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<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></td>
<td></td>
</tr>
<tr>
<td><strong>Event Listing</strong></td>
<td>$700/event</td>
<td>$600/event</td>
<td>$500/event</td>
</tr>
</tbody>
</table>

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**About Hawaii.com**

- 1,712,906 Page Views per month
- 207,175 Users monthly
- 457,550 Facebook Followers
- 218,530 Weekly E-Newsletter Recipients
- 67% of our Traffic is Organic Search

**Source:** Hawaii Tourism Authority, Google Analytics December 2020
Email Blasts / Social Media / Videos

**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)

**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
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.

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Young Adult (21-30) M / F 17.3% / 15.2%
Average Per Day: 63,213
Average Per Hour: 2,634
Young (≤20) M / F 1.3% / 1.5%
Age/Demographic Overview
Total Plays 19,204,262
Total Opportunities To See (OTS) 4,857,897
Total Viewers 1,959,597
Viewership

Contact Jay Higa at 808.529.4712

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
CONTACT US

LINDA WOO
National Sales Director
lwoo@staradvertiser.com
808.529.4355

TROY FUJIMOTO
Vice President-New Media
tfujimoto@staradvertiser.com
808.695.6322

JAY HIGA
Vice President-Business Development/Regional Sales
jhiga@staradvertiser.com
808.529.4712

Oahu Publications Inc.
Hawaii’s Largest Media Company