AUDIENCE / OAHU PUBLICATIONS

WEBSITES

staradvertiser.com
thegardenisland.com
hawaiitribune-herald.com
westhawaiitoday.com
hawaii.com
dining.staradvertiser.com
hawaiirenovation.staradvertiser.com
hawaiiwarrriorworld.com
hawaiiprepworld.com
honolulustreetpulse.com
101thingstododo.com

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

Digital Billboard Network
750,728 Weekly Views
277,769 Young Adults
270,262 Adults
202,696 Mature Adults

StarAdvertiser.com
390,201 Weekly Unique Visitors
50,726 Young Adults
113,158 Adults
226,317 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

WEEKLY ADULT IMPRESSIONS

1,796,695

Nielsen Scarborough 2020 R2
Google Analytics April 2021
Digital Billboard Network April 2021
## 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, 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, JPEG, GIF, and HTML5 (with absolute URLs) accepted. Rich Media creatives start at $70 CPM.

- **CPM** = Cost per 1,000 impressions
- **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 - 9,693, HTH - 7,571, WHT - 15,442

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

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

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

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

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

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

Source: Hawaii Tourism Authority, Google Analytics April 2021
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.

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.

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

PROGRAMMATIC BUYING

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.

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