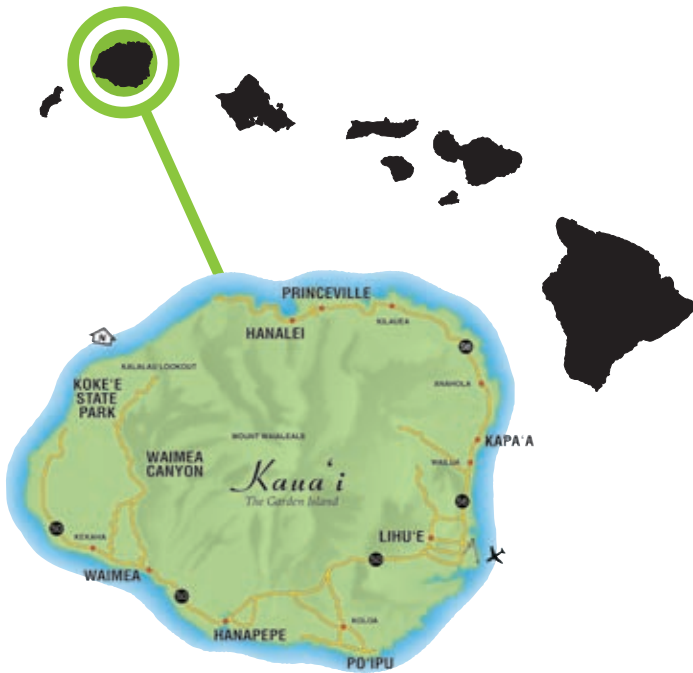


RETAIL RATES 2021



3-3137 Kuhio Highway | Lihue | Hawaii 96766
245-3681 | thegardenisland.com

EFFECTIVE
JANUARY 1
2021



About Kauai

- There are 55,646 adults on Kauai
- 49% are male, and 51% are female
- 25% are 18-34 years old, 32% are 35-54 years old and 43% are 55 years old or older
- 34% of Kauai's population is Asian, 33% is white, 9% is Pacific Islander, 1% is another single race and 23% has 2 or more races.
- 52% of households are married-couple families
- 24% of households have children 17 or younger
- 62% of adults 25+ have some college education or higher
- The median household income is \$78,482
- 63% of households are owner-occupied
- The median home value is \$546,000

Source: U.S. Census – 2018 American Community Survey 5-Year Estimates

- Kauai received 1.4 million visitors in 2019.
- They spent close to \$1.9 billion.
- Kauai visitors stay an average of 7.37 days.

Source: State of Hawaii - Department of Business, Economic Development & Tourism



Reach

Publication	Readership	
The Garden Island Weekly CUME	32,957 Kauai adults	58%
The Garden Island + Kauai Midweek Weekly CUME	35,661 Kauai adults	63%

Source: Nielsen Scarborough 2019 + 2020 R1

About The Garden Island

- Began in 1902
- Kauai's only daily newspaper publishing seven days a week
- Editorial excellence in delivering local, state, national and world news
- 58% of all Kauai adults read The Garden Island
- 53% of all Kauai adults read either The Garden Island or Kauai Midweek



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J. David Kennedy
Chief Revenue Officer

Jay Higa
Vice President-Business Development/
Regional Sales

Oahu Publications Inc.
Hawaii's Largest Media Company
808.529.4700



The Garden Island Retail Rates

Retail Column Inch Rates

Investment Level	Daily	Sunday	Color Rate per inch
Open	\$35	\$38	\$15
\$2,000	\$29	\$32	\$12
\$5,000	\$26	\$29	\$12
\$10,000	\$24	\$28	\$11
\$15,000	\$20	\$23	\$11
\$20,000	\$17	\$19	\$9

Preferred Placement

25% premium for guaranteed ad placement subject to availability.

Church & Non-Profit Rates

\$24 per column inch for The Garden Island or Kaua'i Midweek
 \$34 per column inch for both The Garden Island & Kaua'i Midweek combo
 Color rate: \$11 per column inch

Pick Up Your Ad Into Kaua'i Midweek

\$19 per column inch (includes color)

Kaua'i Midweek Retail Rates

Retail Column Inch Rates

Investment Level	per column inch rate
Open	\$40
13 Consecutive Weeks	\$30
52 Consecutive Weeks	\$20



Pick Up Your Ad Into The Garden Island

\$19 per column inch (includes color)

Premium Positions.

Page 3, Full Page, 4-color	\$2,025
Centerspread, 4-color	\$3,900
Back Page, 4-color	\$2,500

*Premium positions available to 26x or 52x frequency contracts only.

Local Business Directory Guide:

- Interactive digital ad automatically pulled from the print ad
- Business directory profile "mini-website"
- SEO benefits
- \$35 per ad or \$15 per ads on contract will be added for all TGI ROP ads.

Digital Replica Edition: \$2.00 charge will be added for all TGI ROP ads.

Kauai Excise Tax: All ads will have a 4.712% Hawaii Excise Tax added to the net.

Front Page Banners

6 columns x 2" banner ads strategically placed at the bottom of each section.

	Open	52x
Front Page	\$430	\$275
Other Sections	\$310	\$190

Ears

Visible top right-hand corner placement on the front of all sections of the paper.

	Open	52x
Front Page	\$275	\$150
Other Sections	\$232	\$120

Spadeas

Your message will be seen with this unique advertising product that wraps the front page of the paper. Total of 3 full pages.

Daily	\$7,500
Sunday	\$8,500



2021 Ad Sizes/Deadlines



AD SIZES

Retail Display Column Widths (The Garden Island & Kaua'i Midweek)

1 column	1.513"	9 picas 0.9 points
2 column	3.150"	18 picas 10.8 points
3 column	4.787"	28 picas 8.7 points
4 column	6.425"	38 picas 6.6 points
5 column	8.062"	48 picas 4.5 points
6 column	9.7"	58 picas 2.4 points

Retail Display Sizes

	The Garden Island	Kaua'i Midweek
1/8 pg	4.787" x 5"	4.787" x 2.5"
1/4 pg	4.787" x 10"	4.787" x 5"
1/2 pg horizontal	9.7" x 10"	9.7" x 5"
1/2 pg vertical	4.787" x 20"	4.787" x 10"
full pg	9.7" x 20"	9.7" x 10"
double truck	21" x 20"	20" x 10"

Classified/Legal Column Widths (The Garden Island and Kaua'i Midweek)

1 column	.895"	4 picas 4.5 points
2 column	1.873"	11 picas 2.9 points
3 column	2.852"	17 picas 1.3 points
4 column	3.830"	22 picas 11.8 points
5 column	4.808"	28 picas 10.2 points
6 column	5.787"	34 picas 8.6 points
7 column	6.765"	40 picas 7.1 points
8 column	7.743"	46 picas 5.5 points
9 column	8.721"	52 picas 4 points
10 column	9.7"	58 picas 2.4 points

DEADLINES

Publication Day	Sections	Order Deadline & Materials requiring in-house production	Camera-Ready PDF/X-1a Digital Files**	Classified Liner
Monday	Classifieds Main News	Wednesday 12noon Wednesday 12noon	Thursday 11am Thursday 11am	Friday 2pm -
Tuesday	Classifieds Main News	Thursday 12noon Thursday 12noon	Friday 11am Friday 11am	Monday 4:45pm -
Wednesday	Classifieds, Jobs Main News Kaua'i Midweek	Friday 12noon Friday 12noon Tuesday Noon*	Monday 11am Monday 11am Wednesday Noon*	Tuesday 4:45pm - Monday 4:45pm*
Thursday	Classifieds, Autos Main News	Monday 12noon Monday 12noon	Tuesday 11am Tuesday 11am	Wednesday 4:45pm -
Friday	Classifieds, Real Estate Main News TGIF	Tuesday 12noon Tuesday 12noon Monday 5pm	Wednesday 11am Wednesday 11am Wednesday 5pm	Thursday 4:45pm - -
Saturday	Classifieds Main News	Wednesday 11am Wednesday 12noon	Thursday 11am Thursday 11am	Friday 1pm -
Sunday	Classifieds, Jobs, Autos, Real Estate Main News TV Comics	Wednesday 11am Wednesday 12noon Tuesday 5pm Tuesday 5pm	Thursday 11am Thursday 11am Thursday 5pm Thursday 5pm	Friday 1pm - - -

*Weekly publications are one full week in advance of publication.

**PDF/X-1a File Format: Follow Camera-Ready deadlines. Any other electronic format is due 24 hours prior to Camera-Ready deadlines.

Space Reservations

Space should be ordered as far in advance of the publication date as possible. The chart on this page indicates the final space reservation deadlines.

Double Trucks & National Accounts

Please advance all deadlines for national/international, banner pages, and double truck advertisements by 24 hours.

Holidays

Regular copy and space deadlines will be advanced prior to the week in which holidays occur. Special deadlines will be issued with specified dates for each major holiday. Contact your Account Executive for specific holiday deadline dates.

Cancellations

To cancel advertising, please notify us before space deadline for that publication. Ads canceled after space deadlines are subject to surcharges of a minimum 50% of the total of the original ad.

2021 Preprint Distribution



The Garden Island Distribution

Daily Full Run	Wednesday/Friday	Sunday
Total Home Delivery	3,412	3,649
Total Single Copy	3,272	2,542
TOTAL: Full Run	6,684	6,191

The Garden Island includes 2% spoilage plus 5% fluctuations for street sales.

The Garden Island Preprint Insert Pricing

CPM

Standard	Tab	OPEN		13X		52X	
		Wednesday/ Friday	Sunday	Wednesday/ Friday	Sunday	Wednesday/ Friday	Sunday
Single Sheets		\$86	\$92	\$76	\$82	\$64	\$71
2 Pages	4 Pages	\$102	\$105	\$92	\$95	\$81	\$85
4 Pages	8 Pages	\$117	\$123	\$106	\$111	\$96	\$101
6 Pages	12 Pages	\$133	\$137	\$123	\$126	\$111	\$116
8 Pages	16 Pages	\$148	\$151	\$138	\$141	\$128	\$132
10 Pages	20 Pages	\$164	\$167	\$152	\$158	\$142	\$145
12 Pages	24 Pages	\$179	\$183	\$168	\$173	\$159	\$163
14 Pages	28 Pages	\$196	\$199	\$185	\$188	\$173	\$177
16 Pages	32 Pages	\$209	\$213	\$200	\$203	\$189	\$192
18 Pages	36 Pages	\$225	\$229	\$214	\$220	\$204	\$208
20 Pages	40 Pages	\$241	\$244	\$229	\$233	\$220	\$223
22 Pages	44 Pages	\$255	\$259	\$245	\$249	\$234	\$237
24 Pages	48 Pages	\$270	\$274	\$259	\$264	\$249	\$254
28 Pages	56 Pages	\$300	\$306	\$290	\$295	\$269	\$286

Circulation	Wednesday/ Friday	Sunday
96703 Anahola	92	95
96705 'Ele'ele	222	160
96714 Hanalei	90	92
96716 Hanapepe	134	136
96722 Princeville	268	300
96741 Kalaheo	359	396
96746 Kapa'a	1,340	1,317
96747 Kaumakani	24	29
96751 Kealia	10	11
96752 Kekaha	203	168
96754 Kilauea	158	163
96756 Koloa	915	914
96765 Lawai	95	100
96766 Lihu'e	2,435	1,992
96769 Makaweli	17	18
96796 Waimea	269	240
Miscellaneous	53	60
Total:	6,684	6,191



Kauai Midweek Distribution

Kauai Midweek is an easy to read, colorful tabloid format geared towards high readership. Kauai Midweek reaches over 20,000 Kauai homes every week.

Kauai Midweek Preprint Insert Pricing

Standard	Tab	Open	13X	52X
Single Sheets		\$103	\$93	\$78
2 Pages	4 Pages	\$119	\$109	\$94
4 Pages	8 Pages	\$136	\$125	\$111
6 Pages	12 Pages	\$150	\$141	\$126
8 Pages	16 Pages	\$167	\$159	\$142
10 Pages	20 Pages	\$184	\$173	\$160
12 Pages	24 Pages	\$199	\$190	\$175
14 Pages	28 Pages	\$215	\$205	\$191
16 Pages	32 Pages	\$232	\$223	\$207
18 Pages	36 Pages	\$249	\$238	\$224
20 Pages	40 Pages	\$265	\$255	\$241
22 Pages	44 Pages	\$279	\$271	\$256
24 Pages	48 Pages	\$297	\$287	\$273
28 Pages	56 Pages	\$312	\$303	\$289

In Homes: Monday/Tuesday/ Wednesday

Source: U.S. Postal Service

96703 Anahola	321
96705 'Ele'ele	931
96714 Hanalei	579
96716 Hanapepe	873
96722 Princeville	979
96741 Kalaheo	968
96746 Kapa'a	4,889
96747 Kaumakani	167
96751 Kealia	58
96752 Kekaha	610
96754 Kilauea	1,112
96756 Koloa	1,494
96765 Lawai	452
96766 Lihu'e	5,998
96769 Makaweli	14
96796 Waimea	953
Other Zip Codes	6
Total:	20,404

Total distribution + 2% spoilage.

2021 Insert and Shipping/Receiving



SPECIFICATIONS AND DEADLINES

All inserts should be sent to the Honolulu Star-Advertiser Printing Facility in Kapolei (Oahu).

1. Insert pallets should be clearly labeled with the product name, total quantity, amount per skid or box, the total amount of skids and the insertion date.
2. If inserts are re-packaged, they should be re-packaged in the original form sent by the printer (same number of pallets, same amount on pallet, same number in a bundle, etc.)
3. Inserts should be packaged by insert date. If a product is running multiple dates, then it should be separated as such.
4. Inserts need to be at least .005" thick. Thinner sheets will often stick together causing "multiples."
5. Different inserts should NEVER be packaged on the same pallet. Verifying the count may be extremely difficult without removing all the bundles or boxes.
6. Insert bundles should not be tied (strapped) if possible. Strapping causes the product to curl and can make it difficult to feed into the insert machine.
7. No more than two turns (compensating stacks) per bundle would be optimum. Additional turns make it more difficult for the inserter to feed the machine.
8. Inserts should be stacked flat and not standing on edge.
9. Deadlines
 - a. Insertion orders due 21 business days prior to publication.
 - b. Inserts due 14 business days prior to publication.
10. Receiving
Hours are Monday-Friday from 8 am to 3 pm. (HST)
Closed Holidays.

Honolulu Star-Advertiser

4545 Kapolei Parkway
Kapolei, HI 96707
808.690.8840

Contact:

Jim Paule
Packaging & Assembly Manager
808.690.8848
jpaule@staradvertiser.com

FSI Specifications:

The Garden Island uses a 44" web width for all printed products.

Inserts

Width: Measured along the spine	Minimum	3"
	Maximum	11"
Height: Measured perpendicular to spine	Minimum	4"
	Maximum	10.5"
Pagination: Broadsheet	Minimum	4 pages
	Maximum	96 pages
Pagination: Tabloid	Minimum	4 Pages
	Maximum	120 Pages
Pagination: Single Sheet	Minimum	.005"

*4 page tabs and higher must also be at least .005" thick.

Additional Notes:

Offset stock can have a different thickness than glossy stock for the same paper weight. Color Express inserts are usually printed on 60# stock. 60# offset stock measures .0045" thick while 60# glossy (or enamel) stock is only .003" of an inch – a huge difference (50%).

LATE FEES

Late delivery of any pre-printed inserts will need prior approval. Contact your sales representative for delivery extension dates. All pre-printed inserts delivered after deadline will be assessed at \$1,500 late fee per publication, if inserts are delivered after the agreed extension date, a \$200 a day surcharge will be imposed per publication. Tax will also be added to the surcharge.



RATE AND CREDIT

All advertising shall be prepaid unless credit accommodations have been established beforehand with *The Garden Island/Kaua'i Midweek* credit department. Amounts not paid in 30 days are assessed a finance charge of 1.5% per month (18% Annual Percentage Rate). Accounts with a balance of thirty or more days past due are subject to credit discontinuance without notice. All charges are due and payable on the twentieth day of the month following publication.

Any *Garden Island* ad measuring more than 19" deep will be set to full page depth (20") and charged accordingly. Any *Kaua'i Midweek* display ad measuring more than 9" deep will be set to full page depth (10") and charged accordingly. All display ads are billed to the nearest quarter inch. Advertisers signing dollar volume contracts will be billed at the applicable rate on the current rate card. Advertisers will be rebilled at the appropriate higher rate if contract is not fulfilled.

The Garden Island/Kaua'i Midweek may, at its sole discretion, offset any credits due an advertiser hereunder against amounts otherwise owed to it by an advertiser. Contracts become effective upon acceptance by management. Contracts are not retroactive and are not prorated.

When an advertiser uses an advertising agency, both advertiser and agency shall be jointly liable for complying with all terms of the rate agreement, including payment for all advertising.

Copy should be checked for errors by the advertiser on the first day of publication. Credits for errors on advertisements will be allowed for the first insertion only. Credit will be issued for the portion of the advertisement that was incorrect. No credits will be given for positioning or for ads that did not publish in the paper. The value of any credit cannot exceed the cost of the ad. No errors in advertisements will be credited if ad copy was supplied after specified deadlines.

All rates are net and subject to Kaua'i's general excise tax of 4.712 percent.

ADVERTISING RATES

Acceptance of advertising is subject to the approval of the Publisher. Brokered space is not accepted. All previous rate schedules are hereby canceled. All rates are subject to change upon 30 days written notice.

Advertisers forwarding orders that have incorrect rates or conditions are advised that the advertising will be inserted and charged at the regular schedule of rates in force, and in accordance with the regulations set forth in the current rate card.

Advertising resembling news text must be surrounded by a border and carrying the line "Paid Advertisement" in 8pt. type at the top of the ad. The font in the ad must be Sans-Serif".

Guaranteed Placement

Advertising position is not guaranteed. However, guaranteed position will be granted on a first-come basis for ads 30" or larger for an additional 25% charge. Every effort will be made to comply with position requests, but acceptance of an order does not imply a position guarantee.

Political Advertising

Advance payment is required on all political advertising. Copy must carry the line "Paid Political Advertisement" at the top and must list the name of the individual, party or organization responsible for placement of the ad. A wide range of political rate programs are available. Please ask your Account Executive for details.

Religious/Nonprofit Rate

Available to religious, charitable and nonprofit organizations that exhibit nonprofit status (tax exempt number required). Contact your Account Executive for details and rates.

Feature Pages

Many feature pages and special sections are available in *The Garden Island* and *Kaua'i Midweek*. Ask your Account Executive for details.

COMMERCIAL PRINTING

The Garden Island/Kaua'i Midweek offers a wide variety of full service, quality offset printing, mailing and inserting. Ask your Account Executive for details.

Single Sheet, Print and Deliver

Advertisers can effectively target primary and secondary customers through 8 1/2" x 11" or 11" x 17" single sheet flyers. These flyers can be composed, printed and inserted into *The Garden Island* and *Kaua'i Midweek*. Ask your Account Executive for details.

PREPRINTED INSERTS

Refer to Insert Shipping/Receiving specifications

DIRECT MAIL

OPI Direct Mail is one of Hawaii's largest direct mailers for over 30 years. We offer comprehensive and customized direct mail programs including mailing lists, various paper sizes, stocks and weights, and mailing services at very competitive pricing to help your business. For more information, please contact your Account Executive or (808) 695-6332.

CANCELLATIONS

Cancellations or copy changes cannot be accepted after deadline. Composition charges can be charged on any ad produced and not released for publication. Canceled ads after space deadline will be billed 50% of the total cost of the original ad.

TECHNICAL REQUIREMENTS

Standard Format: PDF/X-1a (PDF/X-1a:2001) files are preferred. Files must be provided at actual image (ad) size. All extraneous information should be removed and transparencies flattened.

All digitally supplied files must be accompanied by a hard copy proof by deadline. Images within your PDF should be saved at 200 ppi for correct reproduction in newsprint. Color image tone range: a 2% cyan dot is the minimum highlight dot to hold the lightest detail, with a 1% magenta and 1% yellow dot to maintain gray balance. Neutral shadow dot area should be 60%, 50%, 50%, 80% for CMYK, respectively. Total dot area should not exceed 240% in any part of the image.

Rules that are 4 points or thinner, as well as small type, should be reproduced as one color only. Small type is defined as:

- sans-serif type that is 7 points or smaller
- serif type that is 12 points or smaller
- fine-serif type, such as Bodoni, that is 14 points or smaller.

Type smaller than 12 points should not be reversed on a four-color background and type smaller than 10 points should not even be reversed on a single-color background.

For design guidelines, please refer to SNAP, Specifications for Newsprint Advertising Production. For line art, 1200 pixels per inch give the best results.

ELECTRONIC DELIVERY

Ads may be submitted via OPI Uploader (preferred method) or via email

OPI UPLOADER:

website: <http://files2.us> (login required)

User name: **guest**

password: **fileupload**

1. Enter the email address of your Account Executive. (Required.)
2. Enter the name of the sender. (Email address is allowed.)
3. Use the **Choose Files** button to select file to upload. (Multiple files can be selected.)
4. There is no requirement to fill in the **Upload to:** (This field is optional.)
5. Click **Begin Upload** to start transfer.

EMAIL: 2MB limit. Contact your Account Executive to use this method of delivery.

Industry Standards / Liabilities

All camera-ready files must be accompanied by a proof of the file which represents a complete ad in its proper size. Proofs reduced to fit a small page must indicate the print has been reduced for this purpose alone. In addition, delivery in other file formats for Mac (Quark XPress, InDesign) must always be accompanied by all image files and fonts. If multiple layouts are sent on the same media the correct file name must appear on each proof.

All colors must be created with a CMYK model and all files should be prepared for process color separation. No RGB, Pantone or PMS colors.

As is the industry standard, it is the sole responsibility of the originator to properly prepare and provide all files according to recommendation outlined by Oahu Publications. Failure to provide files as required can cause unpredictable errors when the files are output.

The Garden Island and Oahu Publications Inc. assumes no liability for any work that does not adhere to these guidelines. For additional information, call your Account Executive.



Oahu Publications Inc.

Hawaii's Largest Media Company

Star  Advertiser

 tgi
THE GARDEN ISLAND

Hawaii
Tribune  Herald

West Hawaii Today

 M

 **USA TODAY**
HAWAII EDITION

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PACIFIC JOURNEY OUR HAWAII ■ VERT KAKA'AKO ■ GO KAILUA ■ GO KAPOLEI

DISNEY AULANI ■ ALOHA HILTON HAWAIIAN VILLAGE ■ ALOHA HILTON WAIKOLOA VILLAGE

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