Vert Kakaʻako Magazine

VERT KAKA’KO is a quarterly magazine that shines a light on this dynamic urban neighborhood, bringing to life the stories of its businesses, people, places and events.

It connects the reader (residents, professionals who work in the district and visitors to Kakaʻako) to the latest in dining, shopping and entertainment, while reflecting on the evolution of this vibrant community, including its rich cultural history and development into a place where people can work, live, visit, learn and play.

PUBLICATION/CLOSING DATES:

March 2021
SPACE: January 4, 2021
CAMERA-READY: January 8, 2021

June 2021
SPACE: April 2, 2021
CAMERA-READY: April 9, 2021

September 2021
SPACE: July 9, 2021
CAMERA-READY: July 16, 2021

December 2021
SPACE: October 1, 2021
CAMERA-READY: October 8, 2021

Tentative and subject to change.

To advertise: Colleen Knudsen
cknudsen@staradvertiser.com | 808-679-5559
KAKA‘AKO

ADVERTISING RATES
QUARTERLY

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<th>1x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$3,050</td>
<td>$2,500</td>
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<tr>
<td>Half Page</td>
<td>$2,000</td>
<td>$1,600</td>
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<tr>
<td>1/4 Page</td>
<td>$1,250</td>
<td>$900</td>
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PREMIUM POSITIONS
Minimum 4x commitment.

COVERS
- 2nd (inside front) & Page 1: $7,250
- Page 3: $3,600
- Page 5: $3,600
- 4th (back): $4,000

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.

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.

PRODUCTION SPECS
TRIM SIZE: 8” x 10.5”
SAFETY: All live matter must be at least 0.25” from trim on all sides.
BINDING: Perfect bound, 10.5” side
Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

Trim Size:
- Full Page with bleed: 8” x 10.75”
  Build to trim size (8” x 10.5”) and extend the bleed 125” beyond trim on all sides.
- Full Page no bleed: 7.15” x 9.65”
- 2-Page Spread trim size: 16” x 10.5”
  Build to trim size (16” x 10.5”) and extend the bleed 125” beyond trim on all sides.
- 1/2 Page (vertical): 3.57” x 9.65”
- 1/2 Page (horizontal): 7.15” x 4.75”
- 1/4 Page: 3.57” x 4.75”

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 (such as ICC 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.

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CIRCULATION/DISTRIBUTION
Quarterly | 16,000 copies distributed and mailed
to over 8,000 condos/homes and businesses in the Kakaʻako neighborhood + rack distribution.

1350 Ala Moana  Keauhou Place  Queen Emmalani Tower
801 South St     Keola Laʻi          The Royal Capitol Plaza
Anaha           King Manor            Symphony Honolulu
The Block 803 Waimanu Koʻolani          The Collection
Hawaiiki Tower   Nauru Tower          Waiea
Hokua                       One Archer Lane   Waihonua
The Imperial Plaza     One Waterfront Towers  Waterpark Towers

Plus other condos in the area

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**KAKA’AKO**

**NATIVE PRINT ADVERTISING**

Advertising that matches the form and function of the magazine’s publication style.

**VERT** offers the option to deliver your message in a way that flows with the editorial form of the magazine. Your provided content is used to design and deliver native advertising.

**NATIVE ADVERTISING RATES**

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**CONTENT DEADLINES**

- **March 2021**
  - CONTENT DUE: January 4, 2021
- **June 2021**
  - CONTENT DUE: April 2, 2021
- **September 2021**
  - CONTENT DUE: July 9, 2021
- **December 2021**
  - CONTENT DUE: October 1, 2021

Requests for PHOTOGRAPHY, VIDEO AND/OR WRITING services must be made at least 8 weeks prior to content deadlines. Additional rates apply for these services.

**ADDITIONAL CHARGES**

Contact your Account Executive for additional fees if photography, video and/or writing services are needed. Photography and writing fees are variable per job. Photography starts at $500 per 1-hr. session and includes the use of 1-2 photo(s) for 2 years.

**REQUIRED CONTENT**

**A. FULL PAGE**

- **TRIM SIZE:** 8” x 10.5”
- **Image(s):** 1 or 2 vertical photos, logo (300 dpi @ 100%)
- **Headline:** 28 or less characters
- **Subhead:** 64 or less characters
- **Body:** 1,000 or less characters
- **Specialty Callout Headline:** 25 or less characters
- **Specialty Callout Body:** 214 or less characters
- **Address + Phone number, Web address**

**B. FULL PAGE**

- **Image:** 1 vertical photo, logo (300 dpi @ 100%)
- **All other requirements are the same as A.**

**C. FULL PAGE**

- **Image:** 1 horizontal photo, logo (300 dpi @ 100%)
- **All other requirements are the same as A.**

**D. FULL PAGE**

- **Images:** 1 horizontal photo, 1 headshot mug, logo (300 dpi @ 100%)
- **Mug Name, Title, Business Name, Email, Address**
- **All other requirements are the same as A.**

**E. HALF PAGE**

- **Images(s):** 1 vertical photo, logo (300 dpi @ 100%)
- **Body:** 340 or less characters
- **Specialty Callout Body:** 214 or less characters
- **Address + Phone number, Web address**

**FILE DELIVERY**

**OPI Uploader:** Go to [http://files2.us](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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