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 2022
SPACE: Jan. 14, 2022  |  CAMERA-READY: Jan. 21, 2022

ISSUE: June 2022
SPACE: April 15, 2022  |  CAMERA-READY: April 22, 2022

ISSUE: September 2022
SPACE: July 15, 2022  |  CAMERA-READY: July 22, 2022

ISSUE: December 2022

DISTRIBUTED QUARTERLY TO OVER 19,500 KAILUA HOMES BY DIRECT MAIL

MILITARY DISTRIBUTION TO RACKS AT 8 LOCATIONS

19 DIGITAL BILLBOARD NETWORK SCREENS (AVG. 288,720 VIEWS)

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

Tentative and subject to change.

To advertise: Darin Nakakura | 808-529-4726
dnakakura@staradvertiser.com

Kenny Harrison | 808-529-4351
kharrison@staradvertiser.com
QUARTERLY AD RATES

<table>
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<th>1x</th>
<th>2x</th>
<th>4x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,555</td>
<td>$2,730</td>
<td>$2,040</td>
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<tr>
<td>1/2 Page</td>
<td>$2,650</td>
<td>$1,880</td>
<td>$1,080</td>
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<tr>
<td>1/4 Page</td>
<td>$1,620</td>
<td>$1,110</td>
<td>$720</td>
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All packages include 5 sec flash of GO Kailua ad on Windward Oahu Digital Billboard Network (19 screens - avg. 288,720 views and 1,012,481 impressions)

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 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

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<thead>
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<tbody>
<tr>
<td>4th (back)</td>
<td>$3,310</td>
</tr>
<tr>
<td>3rd (inside back)</td>
<td>$2,730</td>
</tr>
<tr>
<td>2nd (inside front)</td>
<td>$2,730</td>
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<tr>
<td>Page 1</td>
<td>$2,730</td>
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<tr>
<td>Page 3</td>
<td>$2,730</td>
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<tr>
<td>Page 5</td>
<td>$2,265</td>
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<tr>
<td>Page 7</td>
<td>$2,265</td>
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<tr>
<td>Page 9</td>
<td>$2,265</td>
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</tbody>
</table>

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.

MILITARY DISTRIBUTION
Go Kapolei Magazine will be distributed to the military audience via racks located at Pearl Harbor Joint Base Hickam-MWR, Pearl Harbor Navy Exchange-MWR, Kaneohe Marine Corps Base-MWR/Food Court/Inn by the Bay, Schofield-MWR, Bellows Air Force Base-Turtle Cove MWR and Barbers Point-MWR. Distribution will be continuous based on copy availability.

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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.

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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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