2022 PUBLICATION DATES

**WEST O'AHU VOICE – Circulation**

<table>
<thead>
<tr>
<th>ZIP CODE</th>
<th>CITY</th>
<th>OCCUPIED HOMES</th>
<th>VOICE CIRCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>96797</td>
<td>WAIPAHU (INCLUDES WAIPIO &amp; WAINELE)</td>
<td>18,782</td>
<td>18,331</td>
</tr>
<tr>
<td>96706</td>
<td>EWA BEACH</td>
<td>19,749</td>
<td>18,271</td>
</tr>
<tr>
<td>96707</td>
<td>KAPOLEI</td>
<td>13,408</td>
<td>13,792</td>
</tr>
</tbody>
</table>

Additional distribution to Pearl Harbor Joint Base Hickam-MWR, Pearl Harbor Navy Exchange-MWR and Barbers Point-MWR

**WINDWARD O'AHU VOICE – Circulation**

<table>
<thead>
<tr>
<th>ZIP CODE</th>
<th>CITY</th>
<th>OCCUPIED HOMES</th>
<th>VOICE CIRCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>96734</td>
<td>KAILUA</td>
<td>15,801</td>
<td>14,748</td>
</tr>
<tr>
<td>96744</td>
<td>KANEHOE</td>
<td>16,214</td>
<td>16,176</td>
</tr>
</tbody>
</table>

Additional distribution to Kaneohe Marine Corps Base-MWR/Food Court/Inn by the Bay and Bellows Air Force Base-Turtle Cove MWR

**2022 PUBLICATION DATES**

**JANUARY** 5, 12, 19, 26

**FEBRUARY** 2, 9, 16, 23

**MARCH** 2, 9, 16, 23, 30

**APRIL** 6, 13, 20, 27

**MAY** 4, 11, 18, 25

**JUNE** 1, 8, 15, 22, 29

**WEEKLY DEADLINES**

**SPACE:** TUESDAY, 3 PM

**CAMERA READY:** THURSDAY, 10 AM

**2022 RATES**

**Retail Rates (Min. Size 4")** All rates per column inch

<table>
<thead>
<tr>
<th>Open</th>
<th>13x</th>
<th>26x</th>
<th>52x</th>
<th>Pick Up</th>
<th>Full Color</th>
<th>Add $21</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30</td>
<td>$23</td>
<td>$20</td>
<td>$18</td>
<td>$12</td>
<td>$30</td>
<td>$21</td>
</tr>
</tbody>
</table>

**DIGITAL BILLBOARD NETWORK ADD-ON AVAILABLE. SEE BACK.**
2022 PUBLICATION DATES

JANUARY 5, 19
FEBRUARY 2, 16
MARCH 2, 16
APRIL 6, 20
MAY 4, 18
JUNE 8, 22
JULY 6, 20
AUGUST 10, 24
SEPTEMBER 7, 21
OCTOBER 5, 19
NOVEMBER 2, 16
DECEMBER 7, 21

WEEKLY DEADLINES

SPACE: TUESDAY, 3 PM
CAMERA READY: THURSDAY, 10 AM

2022 RATES
Retail Rates (Min. Size 4") All rates per column inch

Open $30 6x $23 12x $20 Pickup $12 Full Color Add $21

DIGITAL BILLBOARD NETWORK ADD-ON AVAILABLE. SEE BACK.
**MECHANICAL SPECS**

**Retail Display Column Widths (BROADSHEET & TABLOID)**

<table>
<thead>
<tr>
<th>Network</th>
<th>Screens</th>
<th>Add-on Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Oahu</td>
<td>19</td>
<td>$175</td>
</tr>
<tr>
<td>East Oahu</td>
<td>14</td>
<td>$130</td>
</tr>
<tr>
<td>Leeward Oahu</td>
<td>14</td>
<td>$130</td>
</tr>
<tr>
<td>Waikiki</td>
<td>13</td>
<td>$120</td>
</tr>
<tr>
<td>West Oahu</td>
<td>36</td>
<td>$325</td>
</tr>
<tr>
<td>Windward Oahu</td>
<td>28</td>
<td>$265</td>
</tr>
</tbody>
</table>

**Retail Display Sizes (TABLOID)**

1/8 pg 4.787” × 2.5”

1/4 pg 4.787” × 5”

1/2 pg 9.7” × 5” or 4.787” × 10”

full pg 9.7” × 10”

front pg banner 9.7” × 2”

double truck 20” × 10”

**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 results.

**Electronic Delivery**

FTP: ftp3-new.staradvertiser.com

Please be sure to enter your Account Executive’s email accurately. Notify your Account Executive that your file has been uploaded.

**Email**

10MB limit. Contact your Account Executive to use this method of delivery.

For more information, please contact Your Account Executive at (808) 529-4700