Spotlighting Oahu’s Culinary Scene

Filled with menus grouped by neighborhoods, OAHU MENU GUIDE magazine will be the one-stop source for diners to decide “where to eat.” Featuring 2-page menu spreads and a QR code that points to your website, online menu, etc.

Circulation
20,000 copies
printed quarterly

DISTRIBUTION
• Honolulu International Airport
• Hotel Concierges
• Waikiki
Other various locations across Oahu.

Publication & Closing Dates:

Fall: September, October, November 2022
SPACE: July 18, 2022
CAMERA-READY: July 25, 2022

Winter: December 2022, January, February 2023
SPACE: October 14, 2022
CAMERA-READY: October 21, 2022

Spring: March, April, May 2023
SPACE: January 16, 2023
CAMERA-READY: January, 23, 2023

Summer: June, July, August 2023
SPACE: April 17, 2023
CAMERA-READY: April 24, 2023

Tentative and subject to change.

To advertise: Kanisa Ching
kching@staradvertiser.com | 808-529-4713
ADVERTISING RATES
QUARTERLY
2-Page Spread 4x $1,200 per issue
2-Page Spread 3x $1,350 per issue
2-Page Spread 2x $1,500 per issue
2-Page Spread 1x $1,750 per issue

PREMIUM POSITIONS
Minimum 4x commitment.
Inside Front Cover & Page 1 $2,500 per issue
Back Cover $1,750 per issue
Pages 2 & 3 $1,800 per issue
Pages 4 & 5 $1,800 per issue
Pages 6 & 7 $1,800 per issue
Pages 8 & 9 $1,800 per issue
Pages 10 & 11 $1,800 per issue
Pages 12 & 13 $1,800 per issue
Pages 14 & 15 $1,800 per issue
Pages 16 & 17 $1,800 per issue
Pages 18 & 19 $1,800 per issue
First Spread in the Neighborhood $1,400 per issue
Opposite Welcome $1,000 per issue
Right Hand Page $1,000 per issue
Opposite Neighborhood

Positions other than premium positions listed above are not guaranteed. A premium rate is required for guaranteed positions.

ADDITIONAL CHARGES
Contact your Account Executive for additional design/production rates if these services are required.

FILE DELIVERY
FTP Site: http://ftp3-new.staradvertiser.com
Enter your Account Executive’s email (XXXXXX@staradvertiser.com)
Enter your email
Upload file by clicking “upload” button

CAMERA-READY:
PRODUCTION SPECS - ADS
TRIM SIZE: 5.25” X 8”
SAFETY: All live matter must be at least 0.25” from trim on all sides.
BINDING: Perfect bound, 8” side
Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.
Trim Size: 5.25”w x 8”h
Full Page with bleed: 5.5”w x 8.25”h
Build to trim size (5.25”w x 8”h) and extend the bleed .125” beyond trim on all sides.
Full Page no bleed: 4.75”w x 7.5”h
2-Page Spread trim size: 10.5”w x 8”h
2-Page Spread with bleed: 10.75”w x 8.25”h
Build to trim size (10.5”w x 8”h) and extend the bleed .125” beyond trim on all sides.

PRODUCTION SPECS - MENU
2-PAGE MENU LIVE AREA: 9.6”w x 7”h
1-PAGE MENU LIVE AREA: 4”w x 7”h
Bleed is not an option on the menu pages. Menus not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

DIGITAL FILE 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.
QR CODES WILL NOT BE ADDED TO CAMERA-READY MENUS OR ADS.
Oahu Menu Guide

RESTAURANT NEIGHBORHOODS

1 WAIKIKI
McCully to Diamond Head

2 TOWN / KAKAA’KO
Downtown, Kaka’ako, Manoa, Makiki, Ala Moana and Kalihi

3 EAST
Kaimuki, Kahala, Aina Haina, Hawai’i Kai

4 WINDWARD
Kaneohe, Kailua, Waimanalo

5 NORTH SHORE
Waialua, Haleiwa, Kahuku, Laie, Hauula, Kaawa

6 WEST, CENTRAL, LEEWARD
Ewa Beach, Kapolei, Ko Olina, Waianae, Aiea, Pearl City, Waipahu, Kunia, Mililani, Wahiawa

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ADVERTISING OPPORTUNITIES
Choose from a 2-PAGE MENU SPREAD, 2-PAGE AD SPREAD OR FULL-PAGE AD

2-PAGE MENU SPREAD
A menu spread showcases your menu items.

What’s on the menu spread:
1. Logo (placement on both pages)
2. Menu items
3. QR code that points to restaurant website, full menu, specials, etc.
4. Address, contact information
5. Website and social contacts
6. Your supplied image
7. Description of restaurant / food

2-PAGE AD SPREAD
Choose from premium positions in the front of the book or within a neighborhood section.

FULL-PAGE AD
Positions available opposite the welcome, TOC and first right hand page opposite neighborhood intro.

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WARD SPECIALS

Lobster Appetizer
Lobster tail wok fried with garlic and butter.

Thai Spicy Clams
Fresh Manila Clams tossed with bell peppers and basil with a savory garlic chili sauce.

Bacon and Basil Clams
Fresh Manila Clams wok fried with thai basil and bacon. Served with Crostini.

Fresh Clams Appetizer
Fresh manila Clams with garlic and butter sauce.

CURRIES

Yellow Curry (KAENG LEUNG)
House yellow curry sauce, coconut milk, potatoes, carrots, and onions.

Red Curry (KAENG PED GAI)
House red curry sauce, coconut milk, young bamboo shoots, and sweet basil.

Green Curry (KAENG KIEW WEN)
House green curry sauce, coconut milk, eggplant and sweet basil.

Masaman Curry (Masaman Neua)
Masaman curry, coconut milk, potatoes, carrots and onions blended with peanuts.

Panang Curry
Thick red curry, coconut milk, bell peppers, onions, and basil topped with peanut sauce.

Pineapple Curry
Thai red curry with pineapple, bell peppers, onion, and basil topped with peanut sauce.

NOODLES

Rice Noodles with Bean Sprouts (PAD THAI)
The rice noodles prepared in aizzling hot wok with tofu, egg, bean sprouts and peanuts. Served with fresh bean sprouts and crunchy peanuts.

Chow Fun Soy Sauce (PAD SIEW)
Chow Fun noodles prepared in a sizzling wok with broccoli, egg, and soy sauce.

Egg Fried Long Rice Noodles (PAD MOON SEN)
Egg fried long rice noodles with fruit with young corn, onion, egg, and bean sprouts in soy sauce.

Spicy Basil Noodles (PAD KI MAO)
Chow Fun noodles prepared in a sizzling wok with garlic, egg, bean sprouts, and red chili sauce.

Spicy Basil Noodles (PAD KI MAO)
Chow Fun noodles prepared in a sizzling wok with garlic, egg, bean sprouts, and red chili sauce.

Chow Fun Soy Sauce (PAD SIEW)
Chow Fun noodles prepared in a sizzling wok with broccoli, egg, and soy sauce.

There’s nothing quite like a home-cooked meal, and fans of Lao and Thai food can find their next favorite dish at MAILE’S THAI at 1200 Ala Moana Blvd. (there’s also the original location in Hawaii Kai that opened in 2008). It’s headed by namesake Maile Sengoura, who grew up watching her family members cook gatherings and special occasions.
**OPTION A**

All assets (1-8) provided.
Menu layout produced by Oahu Menu Guide.

**OPTION B**

Assets (6, 7, 8) provided for (right) page 2.
Camera-ready menu submitted for (left) page 1.

**OPTION C**

Camera-ready menu submitted for (left) page 1 and (right) page 2.

**OPTION D**

Camera-ready menu submitted for (right) page 2.
Assets (6, 7, 8) provided for (left) page 1.

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