

# RETAIL RATES<sup>2022</sup>

## PREPRINT ADVERTISING



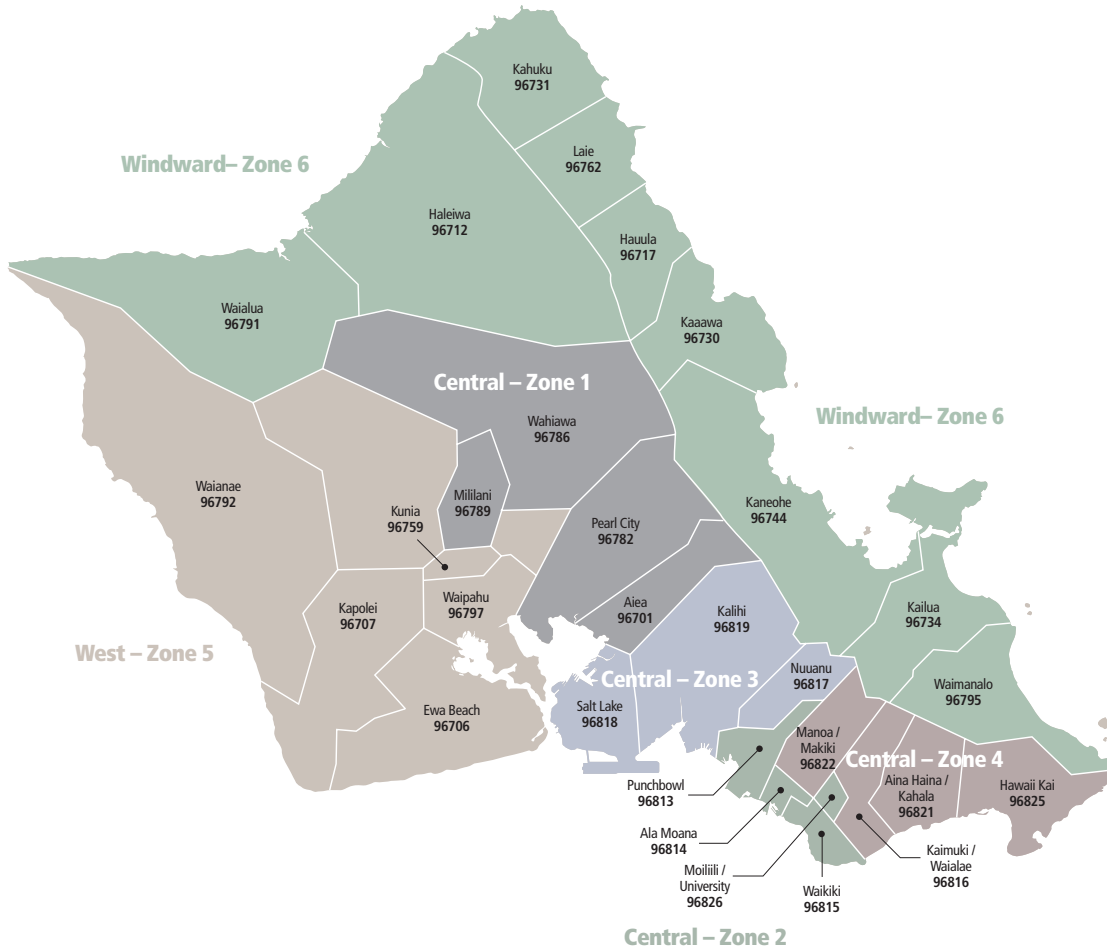
**Star**  **Advertiser**

500 Ala Moana Blvd Suite 7-500 | Honolulu | Hawaii 96813  
808-529-4700 | [staradvertiser.com](http://staradvertiser.com)

**M**  
**MidWeek**



# 2022 Preprint Insert Rates



## Star-Advertiser Preprint Insert Rates

CPM

Standard	Tab	OPEN		13X		52X	
		Daily	Sunday	Daily	Sunday	Daily	Sunday
	Single Sheets	\$112	\$130	\$96	\$113	\$82	\$95
2 Pages	4 Pages	\$132	\$152	\$116	\$135	\$101	\$116
4 Pages	8 Pages	\$152	\$174	\$137	\$156	\$121	\$138
6 Pages	12 Pages	\$172	\$197	\$157	\$177	\$141	\$159
8 Pages	16 Pages	\$191	\$218	\$177	\$198	\$160	\$180
10 Pages	20 Pages	\$211	\$241	\$197	\$218	\$180	\$202
12 Pages	24 Pages	\$232	\$264	\$216	\$240	\$201	\$222
14 Pages	28 Pages	\$252	\$286	\$236	\$262	\$219	\$243
16 Pages	32 Pages	\$271	\$308	\$256	\$278	\$240	\$265
18 Pages	36 Pages	\$290	\$330	\$276	\$282	\$260	\$286

Pricing for preprints larger than 18-page Standard or 36-page Tabloid are available.  
Please contact your Account Executive.

### Zoning Premium Charge

20,000 - 74,999	\$18 cpm
75,000 - full run	\$12 cpm

HOLIDAYS - Sunday rates apply for holidays. All rates are net and subject to Hawaii's general excise tax of 4.712 percent.  
Thanksgiving and Christmas will use Sunday distribution totals and full run only.



# 2022 Preprint Distribution

## GENERAL INFORMATION

<b>Wednesday/Friday Full Run</b>	<b>82,656</b>
<b>Full Run Sunday</b>	<b>107,191</b>

		Wednesday/Friday Zone Circulation	Sunday Zone Circulation
<b>Zone 1</b>	96701 Aiea	4,009	5,555
	96782 Pearl City	3,800	4,911
	96786 Wahiawa	1,524	2,326
	96789 Mililani	5,295	6,794
	<b>Total: Zone 1</b>	<b>14,628</b>	<b>19,586</b>
<b>Zone 2</b>	96813 Punchbowl	3,371	3,727
	96814 Ala Moana	2,091	2,362
	96815 Waikiki	2,139	2,367
	96826 Moiliili / University	2,116	2,529
	<b>Total: Zone 2</b>	<b>9,717</b>	<b>10,985</b>
<b>Zone 3</b>	96817 Nuuanu	4,042	4,427
	96818 Salt Lake	2,019	3,724
	96819 Kalihi	2,293	3,038
	<b>Total: Zone 3</b>	<b>8,354</b>	<b>11,189</b>
<b>Zone 4</b>	96816 Kaimuki / Waialae	6,105	6,659
	96821 Aina Haina / Kahala	3,122	3,363
	96822 Makiki / Manoa	4,129	5,359
	96825 Hawaii Kai	4,101	4,774
	<b>Total: Zone 4</b>	<b>17,457</b>	<b>20,155</b>
<b>Zone 5</b>	96706 Ewa Beach / 96759 Kunia	2,340	4,127
	96707 Kapolei	1,766	2,530
	96792 Waianae	1,659	2,195
	96797 Waipahu	3,774	4,484
	<b>Total: Zone 5</b>	<b>9,539</b>	<b>13,336</b>
<b>Zone 6</b>	96712 Haleiwa	313	529
	96717 Hauula	124	273
	96730 Kaaawa	73	129
	96731 Kahuku	97	207
	96734 Kailua	4,081	5,778
	96744 Kaneohe	5,611	6,525
	96762 Laie	67	215
	96791 Waialua	416	593
	96795 Waimanalo	501	674
	<b>Total: Zone 6</b>	<b>11,558</b>	<b>14,104</b>
<b>Total: ZONES 1-6</b>		<b>70,978</b>	<b>90,174</b>

Daily Full Run	Wednesday/Friday	Sunday
Total: Zones 1-6	70,978	90,174
Oahu Single copy	7,700	9,933
Oahu NIE	1,067	3,333
<b>Sub-Total: Oahu</b>	<b>79,745</b>	<b>103,440</b>
Neighbor Islands	2,911	3,751
<b>TOTAL: Daily Full Run</b>	<b>82,656</b>	<b>107,191</b>

Star-Advertiser includes 2.5% spoilage.  
Sunday Star-Advertiser - full run only.



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# 2022 MidWeek Preprint Distribution

## MidWeek Preprint Insert Rates cpm

Standard	Tab	OPEN	13X	52X
	Single Sheets	\$135	\$119	\$100
2 Pages	4 Pages	\$156	\$138	\$122
4 Pages	8 Pages	\$175	\$158	\$142
6 Pages	12 Pages	\$194	\$177	\$162
8 Pages	16 Pages	\$215	\$199	\$183
10 Pages	20 Pages	\$236	\$217	\$203
12 Pages	24 Pages	\$256	\$238	\$222
14 Pages	28 Pages	\$276	\$259	\$243
16 Pages	32 Pages	\$297	\$278	\$264
18 Pages	36 Pages	\$317	\$299	\$283

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

### Zoning Premium Charge

20,000 - 74,999 \$18 cpm

75,000 - full run \$12 cpm

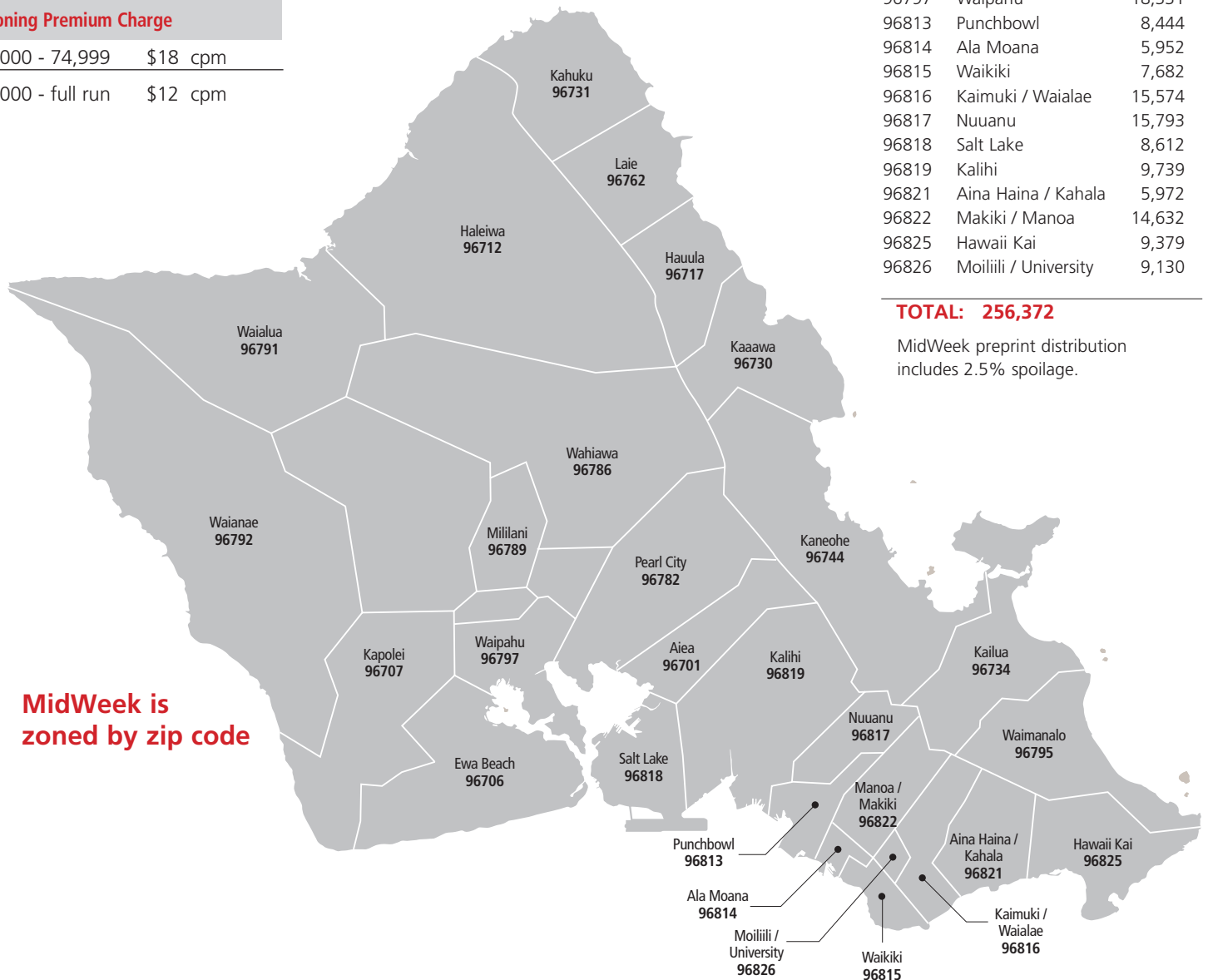
## MidWeek Preprint Distribution

96701	Aiea	11,335
96706	Ewa Beach	18,271
96707	Kapolei	13,792
96712	Haleiwa	2,131
96717	Hauula	1,112
96730	Kaaawa	211
96731	Kahuku	510
96734	Kailua	14,748
96744	Kaneohe	16,176
96762	Laie	661
96782	Pearl City	10,728
96786	Wahiawa	4,885
96789	Mililani	17,022
96791	Waialua	1,746
96792	Waianae	11,558
96795	Waimanalo	2,247
96797	Waipahu	18,331
96813	Punchbowl	8,444
96814	Ala Moana	5,952
96815	Waikiki	7,682
96816	Kaimuki / Waialae	15,574
96817	Nuuanu	15,793
96818	Salt Lake	8,612
96819	Kalihi	9,739
96821	Aina Haina / Kahala	5,972
96822	Makiki / Manoa	14,632
96825	Hawaii Kai	9,379
96826	Moiliili / University	9,130

**TOTAL: 256,372**

MidWeek preprint distribution includes 2.5% spoilage.

MidWeek is zoned by zip code







# 2022 Mechanical Specs

## Retail Display Column Widths (BROADSHEET & TABLOID)

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 (BROADSHEET)

1/8 pg	4.787" x 5"
1/4 pg	4.787" x 10"
1/2 pg horizontal	9.7" x 10"
1/2 pg vertical	4.787" x 20"
full pg	9.7" x 20"
front pg banner	9.7" x 2"
double truck	21" x 20"

## Retail Display Sizes (TABLOID)

1/8 pg	4.787" x 2.5"
1/4 pg	4.787" x 5"
1/2 pg horizontal	9.7" x 5"
1/2 pg vertical	4.787" x 10"
full pg	9.7" x 10"
front pg banner	9.7" x 2"
double truck	20" x 10"

## Classified/Legal Column Widths (BROADSHEET & TABLOID)

1 column	.895"	5 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

## Classified/Legal Page Sizes (BROADSHEET & TABLOID)

full page broadsheet	9.7" x 20"
double truck broadsheet	21" x 20"
full page tabloid	9.7" x 10"
double truck tabloid	20" x 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 best results.

## ELECTRONIC DELIVERY

**FTP: [ftp3-new.staradvertiser.com](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.

## 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 Honolulu Star-Advertiser and Oahu Publications Inc. assumes no liability for any work that does not adhere to these guidelines. For additional information, call your Account Executive.



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# 2022 Insert and Shipping / Receiving

## SPECIFICATIONS AND DEADLINES

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.
11. **Honolulu Star-Advertiser**  
4545 Kapolei Parkway  
Kapolei, HI 96707  
808.690.8840

### Contact:

#### Ralph Garcia

Packaging &  
Assembly Manager  
Office: 808.690.8843  
Mobile: 808.306.3980  
rgarcia@staradvertiser.com

#### David Tao

Packaging &  
Assembly Manager  
Office: 808.690.8832  
Mobile: 808.342.9004  
dtao@staradvertiser.com

**FSI Specifications: The Honolulu Star-Advertiser 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.

Since MidWeek is a publication delivered by the USPS (Postal Service), all inserts must fit within product. No part of any insert may protrude from the jacket. (The Postal Service uses the term "Host" in reference to the jacket.) Thus, these specifications; 11" along the spine (height for a tab insert) and 10.5" perpendicular to the spine (width for a tab insert), MUST NOT BE EXCEEDED. If any dimension of an insert exceeds this specification, it must be quarterfolded prior to insertion.

### 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 .45" thick while 60# glossy (or enamel) stock is only .3" 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.



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# 2022 Policies

## RATE AND CREDIT

All advertising shall be prepaid unless credit accommodations have been established beforehand with the Honolulu Star-Advertiser/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 Star-Advertiser ad measuring more than 17.5" deep will be set to full page depth (20") and charged accordingly. Any MidWeek/tabloid format 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 Honolulu Star-Advertiser/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 subject to Hawaii'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.

## COMMERCIAL PRINTING

The Honolulu Star-Advertiser 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" single sheet flyers. These flyers can be composed, printed and inserted into the Star-Advertiser and MidWeek. Total market reach or by zones, a wide range of options are available. Ask your Account Executive for details.

## PREPRINTED INSERTS

**Refer to Insert Shipping/Receiving specifications**  
**MidWeek Detached Labels**

A 4-color "stand alone" direct mail piece is distributed to nearly 250,000 homes every week.

## DIRECT MAIL

OPI Direct Mail is one of Hawaii's largest direct mailers for over 25 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 call (808) 529-4700.

## 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.



## PERSONNEL

**President & Publisher**  
Dennis Francis.....808.529.4702  
dfrancis@staradvertiser.com

**Chief Revenue Officer**  
J. David Kennedy.....808.529.4818  
dkennedy@staradvertiser.com

**Senior Vice President / Audience & Operations**  
Aaron Kotarek.....808.695.6318  
akotarek@staradvertiser.com

**Director of Digital Media**  
Troy Fujimoto.....808.695.6322  
fujimoto@staradvertiser.com



**Director of Advertising**  
Darin Nakakura .....808.529.4726  
dnakakura@staradvertiser.com

## FOR NATIONAL ADVERTISING:

**Retail Sales Manager**  
Sandi Sakaguchi .....808.529.4337  
ssakaguchi@staradvertiser.com



Star  Advertiser

 tgi  
THE GARDEN ISLAND

Hawaii  
Tribune  Herald

West Hawaii Today

 Midweek

 USA TODAY  
HAWAII EDITION

**NEWSPAPERS:** HONOLULU STAR-ADVERTISER • THE GARDEN ISLAND  
HAWAII TRIBUNE-HERALD • WEST HAWAII TODAY • USA TODAY - HAWAII EDITION • MIDWEEK

**WEBSITES:** STARADVERTISER.COM • HAWAII TRIBUNE-HERALD.COM  
THEGARDENISLAND.COM • WESTHAWAII TODAY.COM • HAWAII.COM

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