

# RETAIL RATES<sup>2022</sup>

ROP ADVERTISING



**Star Advertiser**

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

**MidWeek**



# 2022 Star-Advertiser Retail Rates

## Star-Advertiser Retail Rates

### Retail Column Inch Rates

Investment Level	Tue, Thurs	Mon, Wed, Fri	Sunday	Color Rate per inch
Open	\$149	\$185	\$193	\$42
\$10,000	\$121	\$130	\$135	\$32
\$25,000	\$113	\$122	\$128	\$32
\$50,000	\$104	\$116	\$120	\$30
\$85,000	\$95	\$105	\$116	\$30
\$125,000	\$89	\$100	\$104	\$28
\$250,000	\$81	\$93	\$101	\$26

## Star-Advertiser Non-Profit Rates

### Retail Column Inch Rates

Tue, Thurs	Mon, Wed, Fri	Sunday	Color Rate per inch
\$89	\$100	\$104	\$28

### Local Business Directory Guide:

- Interactive digital ad automatically pulled from the print ad
- Business directory profile "mini-website" • SEO benefits
- \$45 per ad or \$20 per ads on contract will be added for all ROP ads.

### Digital Replica Edition:

\$5.00 charge will be added for all ROP ads.



## Dining Out Rates

Dining Out & Crave Combo	Black & White	Color
Open	\$184	\$200
26X	\$115	\$129
26x w/6 Ala Carte Stories	\$163	\$154
52X	\$107	\$116

  

Dining Out or Crave Only	Black & White	Color
Open	\$139	\$170
26X	\$92	\$113
52X	\$74	\$91

Minimum ad size 4". All Combos include Crave, Dining Out, Dining Out Directory and Online at Dining.Staradvertiser.com.

## Akamai Bulk Prime

(Monday/Wednesday/Friday/Sunday)

5 ads or less in 28 days, no more than 1 change

Total Inches	Black & White	Color
30"-79"	\$112	\$128
80"-144"	\$103	\$121

## Akamai Bulk (Tuesday-Thursday)

5 ads or less in 28 days, no more than 1 change

Total Inches	Black & White	Color
30"-79"	\$106	\$123
80"-144"	\$98	\$117

## Hawaii Renovation Rates



4" Minimum Ad Size	Color Rate Per Inch	Features Included
Open	\$158	
26X	\$92	(5) Inside advertorial
52X	\$81	(12) Inside advertorial and text code features

  

8" Minimum Ad Size	Color Rate Per Inch	Features Included
52X	\$73	(10) Inside advertorial (1) Front cover feature (1) Back cover feature Text code feature

**\*Contact your Account Executive today for all your added value features!**

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# 2022 MidWeek Retail Rates



## About MidWeek

*MidWeek* is celebrating over 30 years in Hawaii, a proud testament to its power of reaching almost every household on Oahu. *MidWeek* is distributed at no charge to 250,338 households on Oahu every Wednesday and is the advertising vehicle for the majority of Oahu's grocers/supermarkets. 293,635 Oahu adults read *MidWeek* every month. This community paper provides a powerful reach for all businesses, small or large. *MidWeek* gets results.

## Reach

### MidWeek:

Average-issue distribution	250,338
4-issue reach	293,635 (39% of) Oahu adults

### MidWeek and Star-Advertiser:

6-day print reach	458,268 (60% of) Oahu adults
6-day print and 7-day staradvertiser.com	489,648 (64% of) Oahu adults
6-day print and 30-day staradvertiser.com	518,103 (68% of) Oahu adults

Sources: Distribution - Consolidated Media Portfolio 2021

## MidWeek Retail Rates

Retail Column Inch Rates

Investment Level	Per Column Inch (PCI)	Color Rate per inch
Open	\$197	\$42
\$10,000	\$144	\$32
\$25,000	\$134	\$32
\$50,000	\$125	\$30
\$85,000	\$118	\$30
\$125,000	\$113	\$28
\$250,000	\$103	\$26

## MidWeek Non-Profit Rates

Retail Column Inch Rates

Black & White	Color Rate per inch
\$113	\$28



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# 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 Deadlines / Closing Times

## DEADLINES & GENERAL INFORMATION

Publication Day	Sections	Order Deadline & Materials requiring in-house production	Camera-Ready PDF/X-1a Digital Files**	Classified Liner
<b>Monday</b>	Classifieds Main News	Wednesday 6pm Wednesday 6pm	Thursday 5pm Thursday 5pm	Friday 12noon -
<b>Tuesday</b>	Classifieds Main News Live Well	Thursday 6pm Thursday 6pm Wednesday 6pm	Friday 5pm Friday 5pm Friday 5pm	Monday 4:45pm - -
<b>Wednesday</b>	Classifieds Main News Crave <b>MidWeek</b> <b>MidWeek Voice</b>	Friday 6pm Friday 6pm Thursday 6pm Thursday Noon Tuesday 3pm	Monday 5pm Monday 5pm Friday 5pm Friday 10am Thursday 10am	Tuesday 4:45pm - - Friday 12noon -
<b>Thursday</b>	Classifieds Main News Play	Monday 6pm Monday 6pm Monday 10am	Tuesday 5pm Tuesday 5pm Tuesday 5pm	Wednesday 4:45pm - -
<b>Friday</b>	Classifieds Main News Auto	Tuesday 6pm Tuesday 6pm Tuesday 6pm	Wednesday 5pm Wednesday 5pm Wednesday 5pm	Thursday 4:45pm - Thursday 12noon
<b>Saturday</b>	Classifieds Main News	Wednesday 6pm Wednesday 6pm	Thursday 5pm Thursday 5pm	Friday 12noon -
<b>Sunday</b>	Classifieds, Jobs, Autos Main News Hawaii's Homes, Open Homes Hawaii Renovation Travel StarChannels Dining Out	Wednesday 6pm Wednesday 6pm Tuesday 6pm Tuesday 6pm Tuesday 6pm Tuesday 6pm Friday 5pm**	Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm Thursday 5pm	Friday 12noon - Friday 12noon - - - -

\*Weekly publications are one full week in advance of publication. \*\* Dining Out space deadline 2 Fridays prior to publication date.

\*\*\*PDF/X-1a File Format: Follow Camera-Ready deadlines. Any other electronic format is due 24 hours prior to Camera-Ready deadlines.

### Space Reservations

Space should be ordered as far in advance of the publication date as possible. The chart on this page indicates the final space reservation deadlines.

### Double Trucks & National Accounts

Please advance all deadlines for national/international, banner pages, and double truck advertisements by 24 hours.

### Holidays

Regular copy and space deadlines will be advanced prior to the week in which holidays occur. Special deadlines will be issued with specified dates for each major holiday. Contact your Account Executive for specific holiday deadline dates.

### Cancellations

To cancel advertising, please notify us before space deadline for that publication. Ads canceled after space deadlines are subject to surcharges of a minimum 50% of the total of the original ad.



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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  
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Chief Revenue Officer  
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Senior Vice President /  
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Director of Digital Media  
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Director of Advertising  
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Director of Operations/Advertising  
Denise Ching.....808.529.4796  
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## FOR NATIONAL ADVERTISING:

Retail Sales Manager  
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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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