Vert Kaka‘ako Magazine

VERT KAKA’KO is a quarterly magazine that shines a light on this dynamic urban neighborhood, bringing to life the stories of its businesses, people, places and events.

It connects the reader (residents, professionals who work in the district and visitors to Kaka‘ako) to the latest in dining, shopping and entertainment, while reflecting on the evolution of this vibrant community, including its rich cultural history and development into a place where people can work, live, visit, learn and play.

PUBLICATION/CLOSING DATES:
March 2022
SPACE: January 4, 2022
CAMERA-READY: January 11, 2022

June 2022
SPACE: April 1, 2022
CAMERA-READY: April 8, 2022

September 2022
SPACE: July 1, 2022
CAMERA-READY: July 8, 2022

December 2022
SPACE: September 30, 2022
CAMERA-READY: October 7, 2022

Tentative and subject to change.

To advertise: Colleen Knudsen
cknudsen@staradvertiser.com | 808-679-5559
**ADVERTISING RATES**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>4x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,050</td>
<td>$2,500</td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,000</td>
<td>$1,600</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,250</td>
<td>$900</td>
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**PREMIUM POSITIONS**

Minimum 4x commitment.

<table>
<thead>
<tr>
<th>COVER</th>
<th>Price</th>
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<tbody>
<tr>
<td>2nd (inside front) &amp; Page 1</td>
<td>$7,250</td>
</tr>
<tr>
<td>Page 3</td>
<td>$3,600</td>
</tr>
<tr>
<td>Page 5</td>
<td>$3,600</td>
</tr>
<tr>
<td>4th (back)</td>
<td>$4,000</td>
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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.

**FILE DELIVERY**

FTP Site: http://ftp3-new.staradvertiser.com

Enter your Account Executive’s email

Enter your email

Upload file by clicking “upload” button

**PRODUCTION SPECS**

**TRIM SIZE:** 8” x 10.5”

**SAFETY:** All live matter must be at least 0.25” from trim on all sides.

**BINDING:** Perfect bound, 10.5” side Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

**Trim Size:**

- Full Page with bleed: 8.25”w x 10.75”h
- Build to trim size (8”w x 10.5”h) and extend the bleed .125” beyond trim on all sides.
- Full Page no bleed: 7.15”w x 9.65”h
- 2-Page Spread trim size: 16”w x 10.5”h
- 2-Page Spread with bleed: 16.25”w x 10.75”h
- Build to trim size (16”w x 10.5”h) and extend the bleed .125” beyond trim on all sides.

**1/2 Page (vertical):** 3.57”w x 9.65”h

**1/2 Page (horizontal):** 7.15”w x 4.75”h

**1/4 Page:** 3.57”w x 4.75”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 (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.

ONLY CAMERA-READY ADS ARE ACCEPTED.
CIRCULATION/DISTRIBUTION
Quarterly | 17,000 copies distributed and mailed to over 8,000 condos/homes and businesses
In the Kaka’ako neighborhood + rack distribution at over 70 locations.

- 801 SOUTH ST
- 909 KAPIOLANI
- 1133 WAIMANU ST
- 1350 ALA MOANA
- AE’O
- ANAHA
- HALEKAUWILA PLACE
- HAWAIKI TOWER
- HOKUA
- KAMAKEE VISTA
- KAUHALE KAKA’AKO
- KEAUHOU PLACE
- KE KILOHANA
- KEOLA LA’I
- KING MANOR
- KO’OLANI
- MOANA PACIFIC
- NAURU TOWER
- ONE ARCHER LANE
- ONE WATERFRONT TOWER
- PACIFICA HONOLULU
- PARK LANE
- ROYAL COURT
- SYMPHONY HONOLULU
- THE BLOCK
- THE COLLECTION
- THE IMPERIAL PLAZA
- THE ROYAL CAPITOL PLAZA
- WAIEA
- WAIHONUA

To advertise: Colleen Knudsen
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Vert offers the option to deliver your message in a way that flows with the editorial form of the magazine. Your provided content is used to design and deliver native advertising.

**NATIVE ADVERTISING RATES**

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**CONTENT DEADLINES**

- **March 2022**
  - CONTENT DUE: January 4, 2022
- **June 2022**
  - CONTENT DUE: April 1, 2022
- **September 2022**
  - CONTENT DUE: July 1, 2022
- **December 2022**
  - CONTENT DUE: September 30, 2022

Requests for PHOTOGRAPHY, VIDEO AND/OR WRITING services must be made at least 8 weeks prior to content deadlines. Additional rates apply for these services.

**ADDITIONAL CHARGES**

Contact your Account Executive for additional fees if photography, video and/or writing services are needed. Photography and writing fees are variable per job. Photography starts at $500 per 1-hr. session and includes the use of 1-2 photo(s) for 2 years.

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**REQUIRED CONTENT**

**A. FULL PAGE**

- TRIM SIZE: 8” x 10.5”
- Image(s)—1 or 2 vertical photos, logo (300 dpi @ 100%)
- Headline—28 or less characters
- Subhead—64 or less characters
- Body—1,000 or less characters
- Specialty Callout Headline—25 or less characters
- Specialty Callout Body—214 or less characters
- Address + Phone number, Web address

**B. FULL PAGE**

- Image—1 vertical photo, logo (300 dpi @ 100%)

*All other requirements are the same as A.*

**C. FULL PAGE**

- Image—1 horizontal photo, logo (300 dpi @ 100%)

*All other requirements are the same as A.*

**D. FULL PAGE**

- Images—1 horizontal photo, 1 headshot mug, logo (300 dpi @ 100%)
- Mug Name, Title, Business Name, Email, Address

*All other requirements are the same as A.*

**E. HALF PAGE**

- Images(s)—1 vertical photo, logo (300 dpi @ 100%)
- Body—340 or less characters
- Specialty Callout Body—214 or less characters
- Address + Phone number, Web address

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