

STAR  MEDIA

Star  Advertiser

# SHOWCASE YOUR BUSINESS WITH VIDEO SERVICES



Be interviewed by Star News Live host Kiana Cayabyab!

Get your "Business Highlight" video posted on the Star-Advertiser's Facebook page!



**19**

The average number of hours a person watches video per week.

**90%**

of customers report that product videos help them make purchasing decisions.

**64%**

of customers are more likely to buy a product online after watching a video about it.

*Video marketing can help strengthen your brand message and relation with customers.*

FEATURES	BASIC \$1,750 <small>+TAX</small>	DELUXE \$2,500 <small>+TAX</small>
<b>Digital video production &amp; one location shoot.</b> Includes one interview that highlights your business	X	X
<b>Production of (1) 1-minute video</b>	X	X
<b>Production of (1) 3-minute video</b>		X
<b>Ownership of all video content</b>	X	X
<b>• (1) Video Post on Star-Advertiser Facebook Page + Boost</b> 405K followers; Choice of day - based on availability	X	X
<b>• 50K impressions In-content video on staradvertiser.com</b>		X
<b>IGTV and Facebook video format</b>	X	X
<b>Use of Talent in video</b>		X

**Available Video Package add-ons:** • Digital Billboard Network • In-Content Video Impressions • OTT/CTV impressions • YouTube impressions • Social Media • Show sponsorships/commercials

**RESERVE YOUR VIDEO SHOOT TODAY!**

For more information, please contact **Kellie Nakahara**  
(808)529-4364 • [knakahara@staradvertiser.com](mailto:knakahara@staradvertiser.com)



SEE VIDEO SAMPLES!



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<b>Production of (1) 3-minute video</b>		X
<b>Ownership of all video content</b>	X	X
<b>• (1) Video Post on Hawaii Tribune-Herald Facebook Page + Boost</b> 405K followers; Choice of day - based on availability	X	X
<b>• 50K impressions In-content video on hawaii.tribune-herald.com</b>		X
<b>IGTV and Facebook video format</b>	X	X
<b>Use of Talent in video</b>		X

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(808)529-4701 • shethcote@staradvertiser.com



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<b>Production of (1) 1-minute video</b>	X	X
<b>Production of (1) 3-minute video</b>		X
<b>Ownership of all video content</b>	X	X
<b>• (1) Video Post on West Hawaii Today Facebook Page + Boost</b> 405K followers; Choice of day - based on availability	X	X
<b>• 50K impressions In-content video on westhawaii.com</b>		X
<b>IGTV and Facebook video format</b>	X	X
<b>Use of Talent in video</b>		X

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<b>Digital video production &amp; one location shoot.</b> Includes one interview that highlights your business	X	X
<b>Production of (1) 1-minute video</b>	X	X
<b>Production of (1) 3-minute video</b>		X
<b>Ownership of all video content</b>	X	X
<b>• (1) Video Post on The Garden Island Facebook Page + Boost</b> 33.9K followers; Choice of day - based on availability	X	X
<b>• 50K impressions In-content video on thegardenisland.com</b>		X
<b>IGTV and Facebook video format</b>	X	X
<b>Use of Talent in video</b>		X

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