

HAWAII EDITION

USA TODAY

MORE PUZZLES, MORE FUN FULL PAGE IN LIFE

USA TODAY
THE NATION'S NEWS | WEDNESDAY | MARCH 17, 2022 | 1A
MEMBERS WEEKENDS \$19.95 | STARBUCKS™ PARTNER

Family takes turn in NCAA spotlight
The team of college basketball players competing for the national championship is in the spotlight.

'Inside' Dafoe's list of iconic characters 3 years after COVID lockdown began
The character played by actor who directed the musical is a character who is a character.

WAR IN UKRAINE
US claims video proof of Russia's drone lies
John Deere, the company that makes the drone, says it is not the drone.

Who runs corporate America?
The Fortune 500's most powerful executives are the ones who run the company.

Asians mark a crushing milestone with hope
Progress, pain 2 years after Atlanta shootings

DOUBLE THE PUZZLES, DOUBLE THE FUN IN LIFE

USA TODAY
THE NATION'S NEWS | THURSDAY, FEBRUARY 23, 2022 | 1A
HAWAII EDITION \$7.00 | STARBUCKS™ PARTNER

Subscription model likely to stay, experts say
Business strategy is being tested but customers are not leaving.

NBA ready for wild ride as it enters stretch run
The season's biggest games are set for a game in a game.

'Sesame Street' designed for kids of color
The show is the most diverse and inclusive children's television show.

Virginia voters make history
McClellan elected state's first Black woman in Congress

More than 20 million take cover from coast-to-coast winter blitz

GIVE YOUR BRAIN A WORKOUT WITH EXTRA PUZZLES IN LIFE

USA TODAY
THE NATION'S NEWS | THURSDAY, MARCH 2, 2022 | 1A
HAWAII EDITION \$2.00 | STARBUCKS™ PARTNER

Tax diversification can help with retirement savings
The advice is to diversify your portfolio.

NFL draft prospect Carter wanted over fatal crash
George Foster, the player, was wanted over the crash.

'Mandalorian': Deeper ties and learning curves ahead
The show is the most diverse and inclusive children's television show.

Head-on train collision kills scores in Greece
The train was carrying a large number of people.

Eli Lilly cuts price of insulin up to 70%
Reductions, caps will take effect this year

Secretive 'Z Division' seeks origin of COVID
Biosecurity mission boots in aftermath of 9/11

GIVE YOUR BRAIN A WORKOUT WITH EXTRA PUZZLES IN LIFE

USA TODAY
THE NATION'S NEWS | MONDAY, FEBRUARY 27, 2022 | 1A
HAWAII EDITION \$7.00 | STARBUCKS™ PARTNER

Men leaving workforce has lasting impact on economy
Millions of men have aged 55 to 64 and are leaving the workforce.

Only one hoops conference stands out in hiring record
The Big Ten, the top conference, has the best record.

23rd ANNUAL SAG AWARDS
Catch up on the night

Historic snow, rain, air rescues
As Southern Calif. reels, new storms is on the way

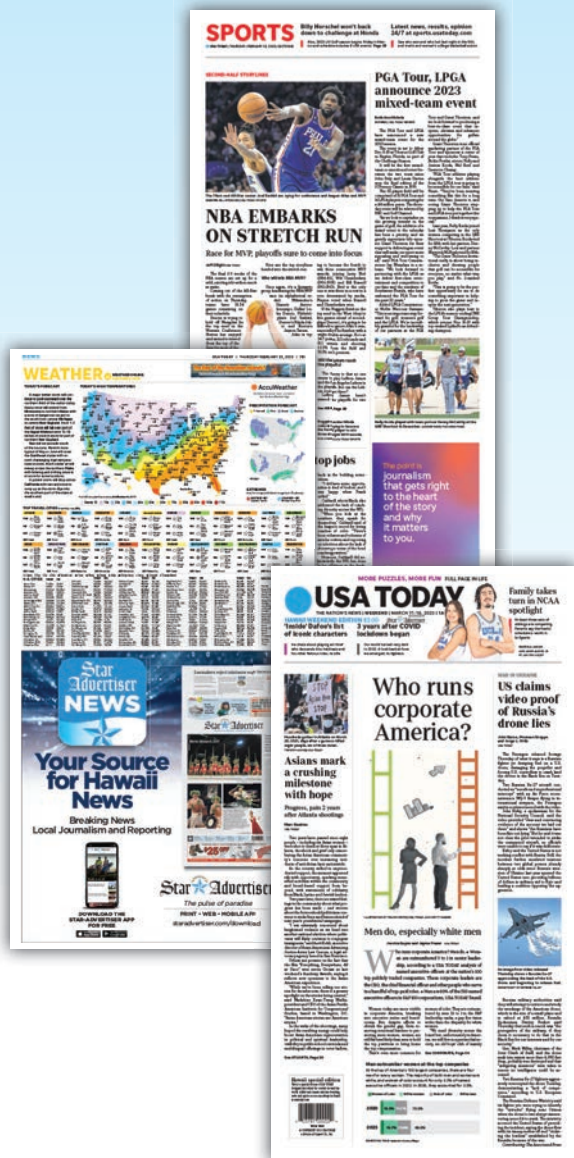
BORN IN DISCO ERA, HIP-HOP IS NOW KING
50th Anniversary

2023

RETAIL RATES

500 Ala Moana Blvd, Suite 7-500, Honolulu, Hawaii 96813
808-529-4700 • oahupublications.com

Fixed positions are available in almost every issue of *USA Today*. Fixed positions can be purchased by buying a bundle of ads at the same position at varying levels. Ads can run on consecutive days or spread across multiple weeks. Days are available on a first come, first served basis. All non 254 ad bundle buys can be bumped by a 254 ad bundle buy.

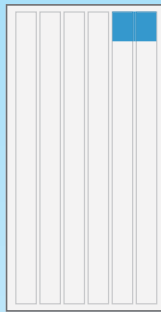


Fixed Positions

Main/Sports/Life/Money Front Ears

Will run in 3 different sizes.

Everyday
2 col. x 2 in.



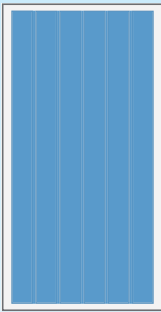
12 months/
254 ads

Everyday
4 col. x 1 in.



Full Page

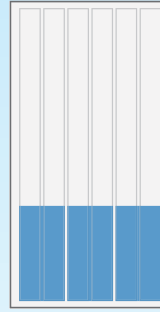
Everyday
6 col. x 20 in.



12 months/
254 ads

Pg. HI-2

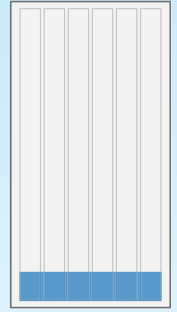
3 avail. everyday
2 col. x 6.5 in.



12 months/
254 ads

Weather Page

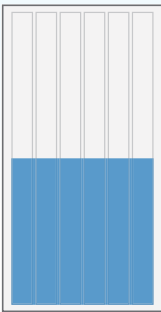
Everyday
6 col. x 2 in.



12 months/
254 ads

Half Page

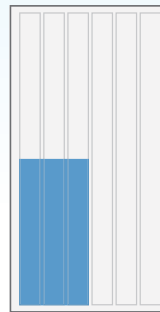
Everyday
6 col. x 10 in.



12 months/
254 ads

Quarter Page

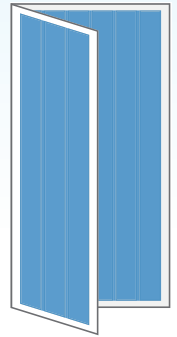
Everyday
3 col. x 10 in.



12 months/
254 ads

Spadea

Available any day



COST PER AD
\$2,160.00

Stand-By Positions

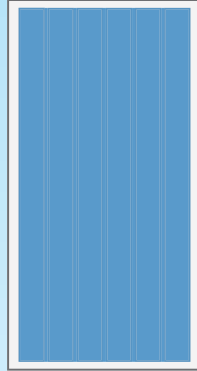
Stand-By Positions run when available and there is no guaranteed date ads will run.

Advertisers can buy a block of inches and run varying sizes when sizes are available. All advertising sizes will bill at the same PCI rate level committed.

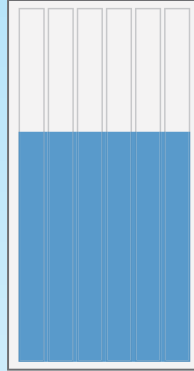
Advertiser will be notified no later than 2 days before publication date of ad size and date of insertion. Ads should be pre-built and ready to publish when space is available.

Stand-By Ad Bundles				
500"	1,000"	2,500"	5,000"	12,000"
\$9.00	\$8.00	\$7.00	\$6.00	\$5.00
PCI per inch	PCI per inch	PCI per inch	PCI per inch	PCI per inch

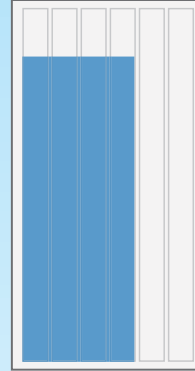
Full page
6 col. x 20 in.
Total inches: 120



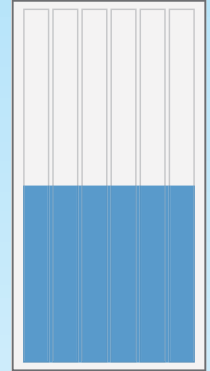
6 col. x 13 in.
Total inches: 78



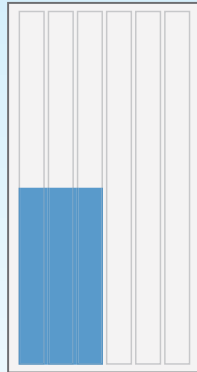
4 col. x 17.25 in.
Total inches: 69



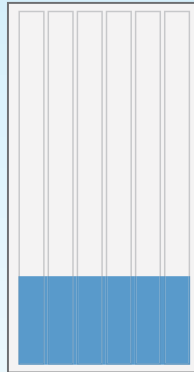
6 col. x 10 in.
Total inches: 60



Quarter Page-V
3 col. x 10 in.



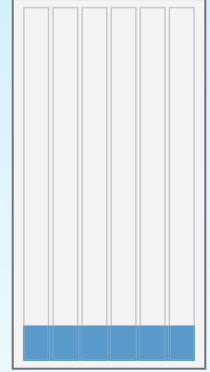
Quarter Page-H
6 col. x 5 in.



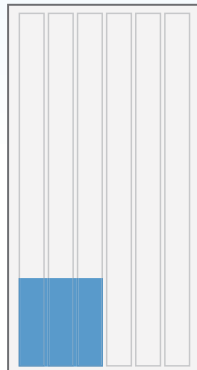
Inside Banner
6 col. x 3 in.
Total inches: 18



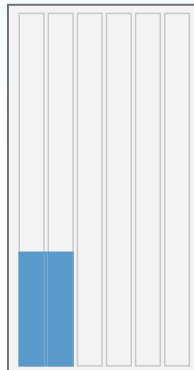
Inside Banner
6 col. x 2 in.
Total inches: 12



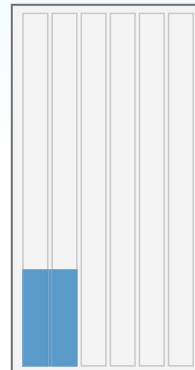
3 col. x 5 in.
Total inches: 15



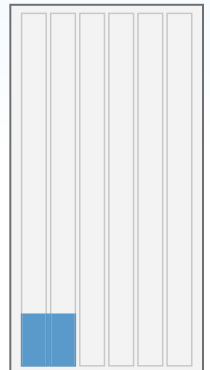
2 col. x 6.5 in.
Total inches: 13



2 col. x 5.5 in.
Total inches: 11



3 col. x 2 in.
Total inches: 6



MECHANICAL SPECIFICATIONS

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

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.

Oahu Publications assumes no liability for any work that does not adhere to these guidelines. For additional information, call 808-529-4712 or speak to your Account Executive.

Retail Display Column Widths (BROADSHEET)

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

Deadlines for "Fixed Position" Advertising

PUBLICATION DATE	SPACE RESERVATION	CAMERA-READY DEADLINE
Monday	Wednesday 6pm	Thursday 5 pm
Tuesday	Thursday 6 pm	Friday 5 pm
Wednesday	Friday 6 pm	Monday 5 pm
Thursday	Monday 6 pm	Tuesday 5 pm
Friday	Tuesday 6 pm	Wednesday 5 pm

TERMS AND 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.

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".

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.

To cancel advertising, please notify us before 4pm three working days before publication. Ads canceled after space deadlines are subject to surcharges.

Advertising Contact Information

Darin Nakakura
 Director of Advertising
 dnakakura@staradvertiser.com
 808-529-4726 (direct)



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 Phone: 808 529-4700 | Fax: 808 529-4898
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