

A PUBLICATION OF MidWeek AN EDITION OF StarAdvertiser

VOICE

• OAHU'S COMMUNITY NEWS •

ADVERTISING RATES

FOR THE WEEK OF DECEMBER 4, 2023

VOICE

LEeward O'AHU COMMUNITY NEWS

FOR THE WEEK OF DECEMBER 4, 2023

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BIZ ZOOMS IN ON Stellar Service

BY KYLE GALBRAITH

A Hawaii's largest camera rental and repair company, Pro Camera Hawaii's large professional photographers and videographers have their skills in the new year.

Pro Camera Hawaii's camera store was recently selected to host the Shopping Center for the Community (C4C) Open Day. According to owner Anthony Zappa, the local company has experienced consistent growth throughout the year.

"Our local business events consist of business-to-business, business-to-business and business-to-government, including, but not limited to, military, colleges, high school, elementary school, public and recreation and other state and federal agencies," Zappa says. "Over the years, we have earned the trust of a large following, both in the local and visitor markets. We also have a large camera and lens rental division and an excellent on-site service such as a camera repair lab and education program."

Pro Camera Hawaii's provides top-notch service and expertise as well as value to the community.

PEARL HIGHLANDS CENTER

Kokua for Keiki

Earn up to \$2000 for local schools when you shop & dine at Pearl Highlands Center!

DECEMBER 1 - JANUARY 31

FOR THE WEEK OF DECEMBER 4, 2023

VOICE

WINDWARD O'AHU COMMUNITY NEWS

FOR THE WEEK OF DECEMBER 4, 2023

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Rainbow Bonsai Club Plans Big Show

The Rainbow Bonsai Club is planning a big show for the winter season. The club is a group of enthusiasts who are passionate about the art of bonsai. They will be showcasing a variety of styles and species, including pine, maple, and juniper. The show is open to the public and is a great opportunity for anyone interested in learning more about the art of bonsai.

HELP BRING JOY TO HONOLULU FAMILIES IN NEED

Help bring joy to Honolulu families in need by donating to the Christmas Toy Drive. The drive is a community effort to collect toys for children in need. The toys will be distributed to families in need through the Honolulu Toy Drive. The drive is open to the public and is a great opportunity for anyone who wants to help make the holidays brighter for someone in need.

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Make It A Merry Mu'umu'u Christmas

BY KAREN WRIGHT

It's time to make it a merry mu'umu'u Christmas. The Honolulu Community Center is hosting a Christmas party for the community. The party is a great opportunity for anyone who wants to celebrate the holidays with friends and family. The party will feature a variety of activities, including a luau, a gift exchange, and a raffle. The party is open to the public and is a great opportunity for anyone who wants to make the holidays more festive.

TILE WAREHOUSE, INC.

QUARTZ SLAB, NATURAL STONE SLAB, PORCELAIN SLAB, PORCELAIN AND CERAMIC TILE, GLASS TILE, NATURAL STONE TILE, LAMINATE MATERIALS, AND MORE

HONOLULU: 2002 Kamehameha Street, Honolulu, HI 96819
PH: (808) 445-4100 | FAX: (808) 445-4050

KAILUA-KONA: 73-4075 Hualalai Street, Kailua-Kona, HI 98741
PH: (808) 326-1000 | FAX: (808) 326-2200

FOR THE WEEK OF DECEMBER 4, 2023

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WEST O'AHU COMMUNITY NEWS

FOR THE WEEK OF DECEMBER 4, 2023

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Slimy Activity Empowers Keiki

The Slimy Activity is a fun and educational activity for children. The activity is designed to help children learn about the importance of environmental protection. The activity is a great opportunity for children to learn about the importance of recycling and reducing waste. The activity is open to the public and is a great opportunity for anyone who wants to help make the world a better place.

Wahiawa Resident Pays New Book

A Wahiawa resident has paid for a new book. The book is a great addition to the community's collection of books. The book is a great resource for anyone who is interested in learning more about the history of Wahiawa. The book is a great opportunity for anyone who wants to learn more about the history of Wahiawa.

REACH YOUR TARGETED COMMUNITY

WEST OAHU VOICE - 50,394 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96797	WAIPAHU (INCLUDES WAIPIO & WAIKELE)	18,782	18,331
96706	EWA BEACH	19,748	18,271
96707	KAPOLEI	13,408	13,792

Additional distribution to Pearl Harbor Joint Base Hickam-MWR, Pearl Harbor Navy Exchange-MWR and Barbers Point-MWR

WINDWARD OAHU VOICE - 30,924 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96734	KAILUA	15,801	14,748
96744	KANEOHE	16,214	16,176

Additional distribution to Kaneohe Marine Corps Base-MWR/Food Court/Inn by the Bay and Bellows Air Force Base-Turtle Cove MWR

HONOLULU VOICE - 38,158 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96813	PUNCHBOWL / DOWNTOWN / KAKAAKO	10,628	8,444
96814	ALA MOANA	10,611	5,952
96822	MAKIKI	18,280	14,632
96826	MOILIILI	14,718	9,130

EAST OAHU VOICE - 30,926 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96816	KAIMUKI/WAIALAE	17,225	15,574
96821	AINA HAINA/NIU VALLEY	6,523	5,972
96825	HAWAII KAI/QUEEN'S GATE	10,254	9,379

Additional distribution to Kaneohe Marine Corps Base-MWR/Food Court/Inn by the Bay and Bellows Air Force Base-Turtle Cove MWR

CENTRAL OAHU VOICE - 25,784 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96789	MILILANI	17,669	17,022
96786, 96712/96791	WAHIAWA, HALEIWA/WAIALUA	17,536	8,762

Additional distribution to Pearl Harbor Joint Base Hickam-MWR, Pearl Harbor Navy Exchange-MWR, Schofield-MWR and Barbers Point-MWR

LEEWARD OAHU VOICE - 22,063 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96701	AIEA	13,276	11,335
96782	PEARL CITY	11,435	10,728

Additional distribution to Pearl Harbor Joint Base Hickam-MWR and Pearl Harbor Navy Exchange-MWR

2024 PUBLICATION DATES

JANUARY 3, 10, 17, 24, 31
FEBRUARY 7, 14, 21, 28
MARCH 6, 13, 20, 27
APRIL 3, 10, 17, 24
MAY 1, 8, 15, 22, 29
JUNE 5, 12, 19, 26
JULY 3, 10, 17, 24, 31
AUGUST 7, 14, 21, 28
SEPTEMBER 4, 11, 18, 25
OCTOBER 2, 9, 16, 23, 30
NOVEMBER 6, 13, 20, 27
DECEMBER 4, 11, 18, 25

WEEKLY DEADLINES

SPACE: TUESDAY, 3 PM
CAMERA READY: THURSDAY, 10 AM

2024 PUBLICATION DATES

JANUARY 3, 17
FEBRUARY 7, 21
MARCH 6, 20
APRIL 3, 17
MAY 1, 15
JUNE 5, 19
JULY 3, 17
AUGUST 7, 21
SEPTEMBER 4, 18
OCTOBER 2, 16
NOVEMBER 6, 20
DECEMBER 4, 18

WEEKLY DEADLINES

SPACE: TUESDAY, 3 PM
CAMERA READY: THURSDAY, 10 AM

VOICE 2024 ADVERTISING RATES

WEST O'AHU WINDWARD O'AHU



Retail Rates (Min. Size 4") All rates per column inch

Open	13x	26x	52x	Pick Up	Full Color
\$30	\$23	\$20	\$18	\$12	Add \$21

DIGITAL BILLBOARD NETWORK ADD-ON AVAILABLE. SEE BACK.

HONOLULU EAST OAHU CENTRAL OAHU LEEWARD OAHU



Retail Rates (Min. Size 4") All rates per column inch

Open	12x	24x	Pickup	Full Color
\$30	\$23	\$20	\$12	Add \$21

DIGITAL BILLBOARD NETWORK ADD-ON AVAILABLE. SEE BACK.

PREMIUM POSITIONS

WEST OAHU WINDWARD OAHU

HONOLULU EAST OAHU CENTRAL OAHU LEEWARD OAHU

4-Page Wrap

6 columns x 10 inches (9.7" x 510") Full Color Cover
+ 13 columns x 10 inches (20" x 10") 2 pages Advertorial
+ 6 columns x 10 inches (9.7" x 10") Full Color Advertisement



Open
\$3,500/wk

1x
\$3,500/wk

Cover Story

Full Color Cover
+ 6 columns x 10 inches (9.7" x 10") Advertorial



Open
\$1,800/wk

1x
\$1,800/wk

Advertorial (Advertisement + Story)

6 columns x 5 inches (9.7" x 5") Full Color Advertisement
+ 6 columns x 5 inches (9.7" x 5") Story
OR
3 columns x 10 inches (4.787" x 10") Full Color Advertisement
+ 3 columns x 10 inches (4.787" x 10") Story



Open	13x	26x	52x
\$2,000/wk	\$1,800/wk	\$1,500/wk	\$1,000/wk

Open	2x
\$2,000/wk	\$1,500/wk

3 columns x 5 inches (4.787" x 5") Full Color Advertisement
+ 3 columns x 5 inches (4.787" x 5") Story



Open	13x	26x	52x
\$1,500/wk	\$1,000/wk	\$750/wk	\$500/wk

Open	2x
\$1,500/wk	\$1,000/wk

Front Page Ear

2.25 inches x 2.25 inches Full Color Advertisement



Open	13x	26x	52x
\$325/wk	\$275/wk	\$250/wk	\$200/wk

Open	2x
\$325/wk	\$250/wk

Front Page Banner

6 columns x 2 inches (9.7" x 2") Full Color Advertisement



Open	13x	26x	52x
\$500/wk	\$450/wk	\$400/wk	\$340/wk

Open	2x
\$500/wk	\$400/wk

Back Page

6 columns x 10 inches (9.7" x 10") Full Color Advertisement



Open	13x	26x	52x
\$3,850/wk	\$3,400/wk	\$3,050/wk	\$2,750/wk

Open	2x
\$3,850/wk	\$3,050/wk

Centerspread

13 columns x 10 inches (20" x 10") Full Color Advertisement



Open	13x	26x	52x
\$6,825/wk	\$6,280/wk	\$5,725/wk	\$5,200/wk

Open	2x
\$6,825/wk	\$5,725/wk

DIGITAL BILLBOARD NETWORK



- Digital out-of-home advertising placed in high-traffic retail areas people already frequent
- Connect with consumers through multiple touchpoints as they go about their daily lives
- Ability to change your message/creative weekly or monthly

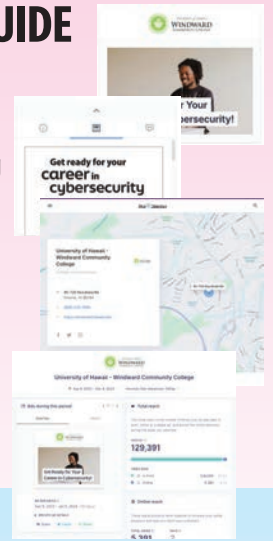
Network	Screens	Add-on Rate
Central Oahu	16	\$250
East Oahu	19	\$300
Leeward Oahu	15	\$240
Waikiki	8	\$125
West Oahu	33	\$525
Windward Oahu	30	\$480
Honolulu - West	23	\$356
Honolulu - East	36	\$575

*Retail networks may require approval.

LOCAL BUSINESS GUIDE

Expand your reach to more of the local community, automatically!

- Interactive Digital Display Ad featuring your print ad, rotating through our site.
- Business Profile hosted on our site, leveraging our SEO to help promote your business and increase your search ranking. Editable to feature weekly specials and more!
- Review your investment with campaign performance reports.



MECHANICAL SPECS

Retail Display Column Widths (BROADSHEET & TABLOID)

1 column	1.513"	4 column	6.425"
2 column	3.150"	5 column	8.062"
3 column	4.787"	6 column	9.7"

Retail Display Sizes (TABLOID)

1/8 pg	4.787" × 2.5"
1/4 pg	4.787" × 5"
1/2 pg	9.7" × 5" or 4.787" × 10"
full pg	9.7" × 10"
front pg banner	9.7" × 2"
double truck	20" × 10"

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.

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 results.



For more information, please contact your Account Executive at
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