

# Star Advertiser

**Aloha** SATURDAY 12/21/24 STARADVERTISER.COM • 31.50 Oahu, \$2 neighbor islands

## Star Advertiser

THE PULSE OF PARADISE • Reaching 262,269 daily readers Monday-Saturday • HAWAII STRONG

**EDDIE AIKAU BIG WAVE INVITATIONAL**

### Epic expectations

As large waves are forecast for Sunday, the surf contest will draw thousands, plus gridlock traffic, to Waimea Bay

By Dan Nakano  
dnakano@staradvertiser.com

An estimated 60,000 to 50,000 onlookers will gather near Waimea Bay on Sunday when surf conditions will dictate whether the Eddie Aikau Wave Invitational will happen. There will be gridlock, virtually no parking and thousands of people walking along Kamehameha Highway. So fans of "The Eddie" should watch at home on their computers or televisions, said Kurt Lager, acting director of ocean safety. It's scheduled to be broadcast live on KXII and streamed on figure TV and Big Cat's YouTube channel. Television coverage is scheduled to run from 8 a.m. to 5 p.m. Sunday. City officials said Sunday is not the day for people concerned in "The Eddie" to drive to the North Shore. Mayor Rick Blangiardi called the event "the finest blend of surfing competitiveness." He urged citizens and visitors to Waimea Bay for "high-low surf in a world-class setting."



**Midweek** O'ahu | November 27, 2024

## Midweek

### His Next ACT

Star's Next Act is back for another year with a special 10th anniversary celebration. This year's competition is more exciting than ever, with a grand prize of \$10,000 and a chance to win a spot on the "Next Act" tour.

See inside for: **Waikiki Beach**

**BLACK FRIDAY Savings START NOW!**  
UP TO 1/2 OFF\* 2025 PRICING  
+ UP TO 35% OFF\* color coding

**Windows Hawaii**  
A window of opportunity for you. The most professional window treatment company in Hawaii.

SCHEDULE A FREE ESTIMATE (NOW) 71-0206  
CALL 808-538-8888  
WWW.WINDOWSHAWAII.COM

Star  Advertiser

DEFENSIVE LINEMAN  
Drew "Sauce" Williams has Hawaii open for the upcoming season

SPOTLIGHT:  
Coach Chris Brown remains leader of the "Lions den"

## WARRIORS

### READY AND WAITING

AWARD-WINNING PHOTOGRAPHY BY JAM GARDNER / JAMGARDNERPHOTOGRAPHY.COM

**Flourishing Rates**  
5.00% 4.80%  
2 Month Term - \$5,000 minimum  
3 Month Term - \$5,000 minimum

**Aloha** MONDAY 11/18/24 \$1.50 Oahu, \$2 neighbor islands

Brief outage disrupts 911 system, Board of Water Supply phone lines  
LOCAL / #110

Bills end Chiefs' undefeated season with late TD, 30-21  
SPORTS / #1

'Bows win in OT!  
Strong defense in overtime leads to a 73-68 comeback  
SPORTS / #1

## Star Advertiser

THE PULSE OF PARADISE • STARADVERTISER.COM  
Reaching 262,269 daily readers Monday-Saturday • HAWAII STRONG



City DTS hosts

GET INVOLVED  
Workshops at alternative  
www.honolulu.gov  
dts@hawaii.gov

COOK • EAT • DRINK

## Crave

New Year, New Food  
Ring in 2025 with celebratory dishes.

WEDNESDAY 12.18.2024  
Presented by City DTS  
ALL-AGES EVENT  
12:00 PM - 10:00 PM

THE KAHALA  
CHAMPAGNE BOLLINGER  
Saturday, December 28, 5:30 p.m.  
\$95 pp (includes complimentary  
caviar, lobster, champagne, and  
dessert) - \$150 pp (includes  
caviar, lobster, champagne, and  
dessert) - \$200 pp (includes  
caviar, lobster, champagne, and  
dessert)

Waikiki  
Bollinger & Bamps  
Tuesday-Saturday, 5:00-9 p.m.  
Friday-Saturday, 5:00-10 p.m.  
Please call for reservations  
or visit our website  
www.bollinger.com  
Special event dates subject to change

# RETAIL RATES

500 Ala Moana Blvd, Suite 2-200, Honolulu, Hawaii 96813  
808-529-4700 • staradvertiser.com

# About Oahu Publications Inc.



## The Honolulu Star-Advertiser

Since its establishment in 2001, Oahu Publications, Inc. has emerged as Hawaii's largest media company. OPI's flagship publication, the Honolulu Star-Advertiser, was established in 2010 when OPI purchased The Honolulu Advertiser from Gannett Corp. and merged it with its own newspaper, the Honolulu Star-Bulletin, to become the Honolulu Star-Advertiser.

## Neighbor Island Newspapers

OPI owns and operates a diverse group of newspapers on the Big Island of Hawaii and on the island of Kaua'i. The Big Island is split into two geographical locations, Hilo and Kona. The Hilo region has Hawaii Tribune-Herald and the Kona region has West Hawaii Today. Both regions receive Hawaii Island Midweek. The island of Kaua'i includes The Garden Island newspaper and Kaua'i Midweek.

## Magazine Division

Oahu Publications Inc Magazine Division incorporates a diversity of magazines—visitor and community publications, along with special in-room magazines. Visitor publications include 101 Things To Do and Drive for the islands of Oahu, Kaua'i, Maui and Hawaii Island. HILuxury is an upscale magazine focused on the luxury lifestyle of Hawaii. Community publications include Go Kailua, Go Kapolei, VERT Kaka'ako and One-Six Kaimuki to Kahala. OPI has partnered with the Kahala Hotel for Kahala Life magazine.

## Hawaii's Largest Media Company

Oahu Media Group (OMG) is Hawaii's agency of choice for brands in need of a full-service advertising, marketing and promotions partner. Associated with Hawaii's largest media company, OMG offers decades of marketing experience combined with award-winning creative and a rare passion for your business or organization.

## Direct Mail Dominance

OPI Direct Mail, has been one of Hawaii's largest full-service mailers for over 35 years. No other media source comes close to reaching as many Hawaii consumers. OPI's diverse product portfolio allows advertisers to reach masses, zero in on a specific zip code or target specific niche markets.

## Reach

### Honolulu Star-Advertiser:

6-day cume	397,476 (52% of) Oahu adults
Daily average-issue circulation	135,662
Daily average-issue reach	269,044 (35% of) Oahu adults
Sunday average-issue circulation	145,030
Sunday average-issue reach	283,635 (37% of) Oahu adults

### StarAdvertiser.com:

7-day reach	163,900 (21% of) Oahu adults
30-day reach	232,313 (30% of) Oahu adults
Monthly page views	25,971,358 worldwide
Monthly unique visitors	2,674,859 worldwide

### Print and Online combined:

6-day print and 7-day online	445,788 (58% of) Oahu adults
6-day print and 30-day online	471,531 (62% of) Oahu adults



## Star Advertiser

### PERSONNEL

President & Publisher  
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### FOR NATIONAL ADVERTISING:

Retail Sales Manager  
Sandi Sakaguchi  
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ssakaguchi@staradvertiser.com

# 2025 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	\$150	\$186	\$194	\$42
\$10,000	\$122	\$131	\$136	\$32
\$25,000	\$114	\$123	\$129	\$32
\$50,000	\$105	\$117	\$121	\$30
\$85,000	\$96	\$106	\$117	\$30
\$125,000	\$90	\$101	\$105	\$28
\$250,000	\$82	\$94	\$102	\$26

## Star-Advertiser Non-Profit Rates

### Retail Column Inch Rates

Tue, Thurs	Mon, Wed, Fri	Sunday	Color Rate per inch
\$90	\$101	\$105	\$28

### Local Business Directory Guide:

- Interactive Digital Display Ad featuring your print ad, rotating through staradvertiser.com.
- 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.
- \$45 per ad or \$20 per ads on contract will be added for all ROP ads.

### Digital Replica Edition:

\$10.00 charge will be added for all ROP ads.



## 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	\$78	(10) Inside advertorial (1) Front cover feature (1) Back cover feature Text code feature

## 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



## Dining Out & Crave Rates

Dining Out & Crave Combo	Black & White	Color
Open	\$184	\$200
26X	\$115	\$129
52X	\$107	\$116

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

Minimum ad size 3.5". All Combos include Crave, Dining Out, Dining Out Directory and Online at Dining.Staradvertiser.com.

### Annual Contract Packages (52 weeks)

#### Package A - 8 inch ads (and larger)

- 2 Front Cover Stories
- 2 Inside Feature Stories
- Up to 8 A la Carte (upon availability)
- Holiday Advertorial
- Dining Directory

#### Package B - 6-7 inch ads

- 2 Front Cover Stories
- 1 Inside Feature Story
- Up to 9 A la Carte (upon availability)
- Holiday Advertorial
- Dining Directory

#### Package C - 4-5 inch ads

- 1 Front Cover Story
- 1 Inside Feature Story
- Up to 10 A la Carte (upon availability)
- Holiday Advertorial
- Dining Directory

#### Package D - 3.5 inch ads

- 1 Front Cover story
- Up to 11 A la Carte (upon availability)
- Holiday Advertorial
- Dining Directory

### Included Content:

#### Front Cover Story

Includes front cover and a 2-page spread article. Upon availability.

#### A la Carte Stories

Article with food imagery. Upon availability.

#### Inside Feature

**Holiday Advertorials**  
Holidays include Mother's Day, Christmas, Thanksgiving, Father's Day, Easter, New Year's, and Valentine's Day.

#### Dining Directory

Listing of food and dining establishments.

# 2025 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

<b>MidWeek:</b>	
Average-issue distribution	250,338
4-issue reach	293,635 (39% of) Oahu adults
<b>MidWeek and Star-Advertiser:</b>	
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

## MidWeek Retail Rates

Retail Column Inch Rates

Investment Level	Per Column Inch (PCI)	Color Rate per inch
Open	\$198	\$42
\$10,000	\$145	\$32
\$25,000	\$135	\$32
\$50,000	\$126	\$30
\$85,000	\$119	\$30
\$125,000	\$114	\$28
\$250,000	\$104	\$26

## MidWeek Non-Profit Rates

Retail Column Inch Rates

Black & White	Color Rate per inch
\$114	\$28

### Local Business Directory Guide:

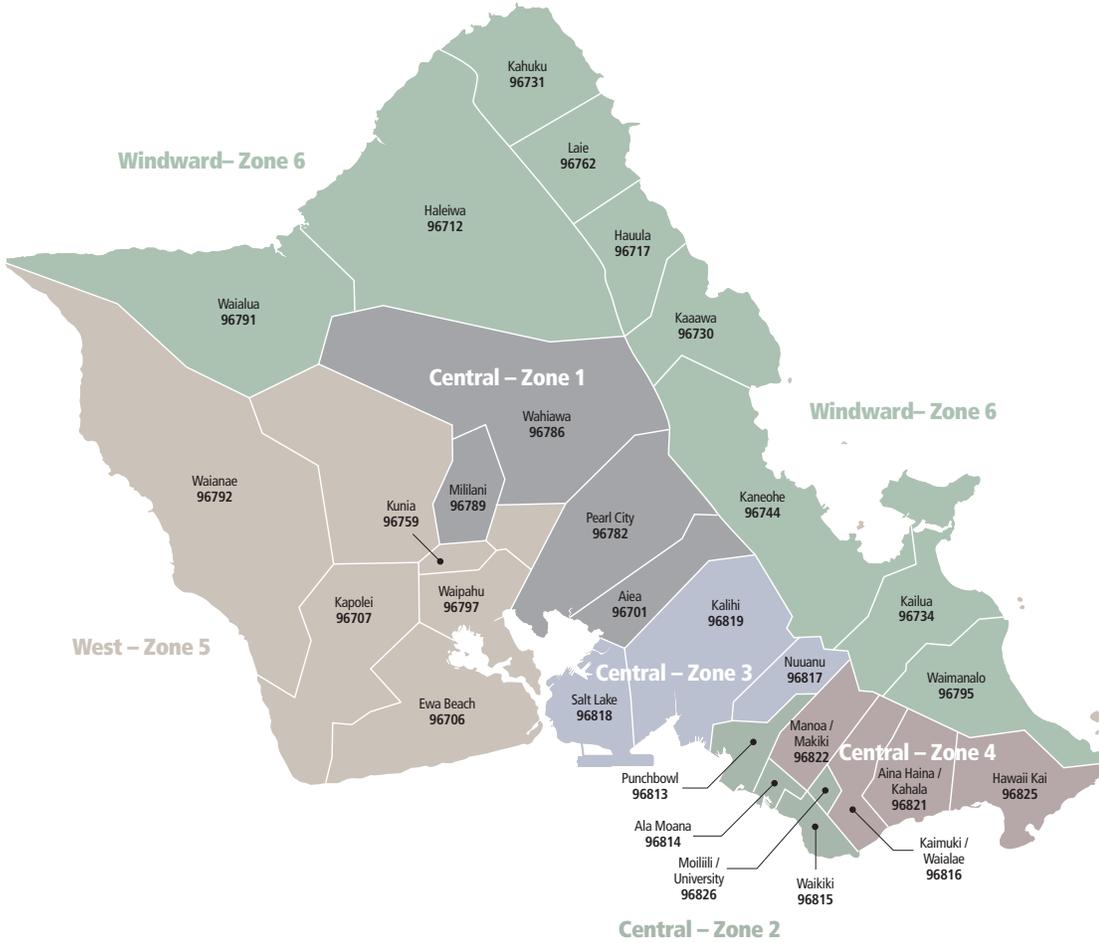
- Interactive Digital Display Ad featuring your print ad, rotating through midweek.com.
- Business Profile hosted on our site, leveraging our SEO to help promote your business and increase your search ranking. Editable to feature weekly specials and more.
- Review your investment with campaign performance reports.
- \$45 per ad or \$20 per ads on contract will be added for all ROP ads.

### Digital Replica Edition:

\$10.00 charge will be added for all ROP ads.



# 2025 Preprint Insert Rates



### Central - Zone 1

Aiea  
 Pearl City  
 Wahiawa  
 Mililani

### Central - Zone 2

Punchbowl  
 Ala Moana  
 Waikiki  
 Moiliili / University

### Central - Zone 3

Nuuanu  
 Salt Lake  
 Kalihi

### East - Zone 4

Kaimuki / Waialae  
 Aina Haina / Kahala  
 Makiki / Manoa  
 Hawaii Kai

### West - Zone 5

Ewa Beach / Kunia  
 Kapolei  
 Waipahu  
 Waianae

### Windward - Zone 6

Haleiwa  
 Hauula  
 Kaaawa  
 Kahuku  
 Kailua  
 Kaneohe  
 Laie  
 Waialua  
 Waimanalo

## Star-Advertiser Preprint Insert Rates

CPM

Standard	Tab	OPEN		13X		52X	
		Daily	Sunday	Daily	Sunday	Daily	Sunday
	Single Sheets	\$112	\$130	\$96	\$113	\$82	\$100
2 Pages	4 Pages	\$132	\$152	\$116	\$135	\$101	\$116
4 Pages	8 Pages	\$152	\$174	\$137	\$156	\$121	\$138
6 Pages	12 Pages	\$172	\$197	\$157	\$177	\$141	\$159
8 Pages	16 Pages	\$191	\$218	\$177	\$198	\$160	\$180
10 Pages	20 Pages	\$211	\$241	\$197	\$218	\$180	\$202
12 Pages	24 Pages	\$232	\$264	\$216	\$240	\$201	\$222
14 Pages	28 Pages	\$252	\$286	\$236	\$262	\$219	\$243
16 Pages	32 Pages	\$271	\$308	\$256	\$278	\$240	\$265
18 Pages	36 Pages	\$290	\$330	\$276	\$282	\$260	\$286

Pricing for preprints larger than 18-page Standard or 36-page Tabloid are available. Please contact your Account Executive.

### Zoning Premium Charge

20,000 - 74,999	\$25 cpm
75,000 - full run	\$15 cpm

HOLIDAYS - Sunday rates apply for holidays. All rates are net and subject to Hawaii's general excise tax of 4.712 percent. Thanksgiving and Christmas will use Sunday distribution totals and full run only.

# 2025 Preprint Distribution



## GENERAL INFORMATION

<b>Wednesday/Friday Full Run</b>	<b>82,656</b>
<b>Full Run Sunday</b>	<b>107,191</b>

	Wednesday/Friday Zone Circulation	Sunday Zone Circulation
<b>Zone 1</b>		
96701 Aiea	4,009	5,555
96782 Pearl City	3,800	4,911
96786 Wahiawa	1,524	2,326
96789 Mililani	5,295	6,794
<b>Total: Zone 1</b>	<b>14,628</b>	<b>19,586</b>
<b>Zone 2</b>		
96813 Punchbowl	3,371	3,727
96814 Ala Moana	2,091	2,362
96815 Waikiki	2,139	2,367
96826 Mōiiliili / University	2,116	2,529
<b>Total: Zone 2</b>	<b>9,717</b>	<b>10,985</b>
<b>Zone 3</b>		
96817 Nuuanu	4,042	4,427
96818 Salt Lake	2,019	3,724
96819 Kalihi	2,293	3,038
<b>Total: Zone 3</b>	<b>8,354</b>	<b>11,189</b>
<b>Zone 4</b>		
96816 Kaimuki / Waialae	6,105	6,659
96821 Aina Haina / Kahala	3,122	3,363
96822 Makiki / Manoa	4,129	5,359
96825 Hawaii Kai	4,101	4,774
<b>Total: Zone 4</b>	<b>17,457</b>	<b>20,155</b>
<b>Zone 5</b>		
96706 Ewa Beach / 96759 Kunia	2,340	4,127
96707 Kapolei	1,766	2,530
96792 Waianae	1,659	2,195
96797 Waipahu	3,774	4,484
<b>Total: Zone 5</b>	<b>9,539</b>	<b>13,336</b>
<b>Zone 6</b>		
96712 Haleiwa	313	529
96717 Hauula	124	273
96730 Kaaawa	73	129
96731 Kahuku	97	207
96734 Kailua	4,081	5,778
96744 Kaneohe	5,611	6,525
96762 Laie	67	215
96791 Waialua	416	593
96795 Waimanalo	501	674
<b>Total: Zone 6</b>	<b>11,558</b>	<b>14,104</b>
<b>Total: ZONES 1-6</b>	<b>70,978</b>	<b>90,174</b>

Daily Full Run	Wednesday/Friday	Sunday
Total: Zones 1-6	70,978	90,174
Oahu Single copy	7,700	9,933
Oahu NIE	1,067	3,333
<b>Sub-Total: Oahu</b>	<b>79,745</b>	<b>103,440</b>
Neighbor Islands	2,911	3,751
<b>TOTAL: Daily Full Run</b>	<b>82,656</b>	<b>107,191</b>

Sunday Star-Advertiser - full run only.



500 Ala Moana Boulevard, Suite 2-200  
 Honolulu | Hawaii 96813  
 staradvertiser.com | midweek.com

# 2025 MidWeek Preprint Distribution



## MidWeek Preprint Insert Rates cpm

Standard	Tab	OPEN	13X	52X
	Single Sheets	\$135	\$119	\$100
2 Pages	4 Pages	\$156	\$138	\$122
4 Pages	8 Pages	\$175	\$158	\$142
6 Pages	12 Pages	\$194	\$177	\$162
8 Pages	16 Pages	\$215	\$199	\$183
10 Pages	20 Pages	\$236	\$217	\$203
12 Pages	24 Pages	\$256	\$238	\$222
14 Pages	28 Pages	\$276	\$259	\$243
16 Pages	32 Pages	\$297	\$278	\$264
18 Pages	36 Pages	\$317	\$299	\$283

All rates are net and subject to Hawaii's general excise tax of 4.712 percent.

### Zoning Premium Charge

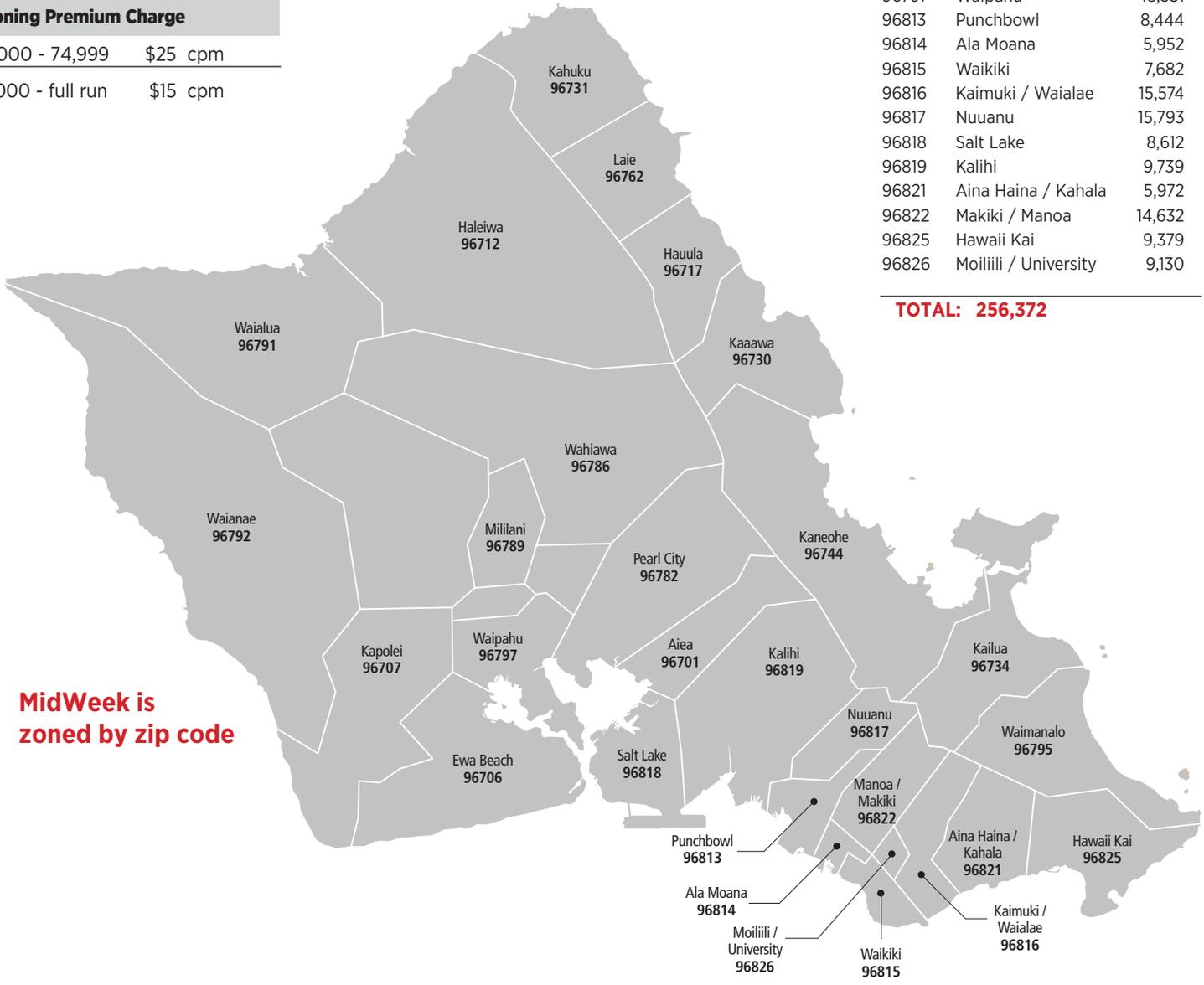
20,000 - 74,999 \$25 cpm

75,000 - full run \$15 cpm

## MidWeek Preprint Distribution

96701	Aiea	11,335
96706	Ewa Beach	18,271
96707	Kapolei	13,792
96712	Haleiwa	2,131
96717	Hauula	1,112
96730	Kaaawa	211
96731	Kahuku	510
96734	Kailua	14,748
96744	Kaneohe	16,176
96762	Laie	661
96782	Pearl City	10,728
96786	Wahiawa	4,885
96789	Mililani	17,022
96791	Waialua	1,746
96792	Waianae	11,558
96795	Waimanalo	2,247
96797	Waipahu	18,331
96813	Punchbowl	8,444
96814	Ala Moana	5,952
96815	Waikiki	7,682
96816	Kaimuki / Waialae	15,574
96817	Nuuanu	15,793
96818	Salt Lake	8,612
96819	Kalihi	9,739
96821	Aina Haina / Kahala	5,972
96822	Makiki / Manoa	14,632
96825	Hawaii Kai	9,379
96826	Moiliili / University	9,130

**TOTAL: 256,372**



# 2025 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

Contact your Account Executive for delivery options

## 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 (Adobe 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.



# 2025 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	Thursday 6pm Thursday 6pm	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	Monday 6pm Monday 6am	Tuesday 5pm Tuesday 5pm	Wednesday 4:45pm -
<b>Friday</b>	Classifieds Main News	Tuesday 6pm Tuesday 6pm	Wednesday 5pm Wednesday 5pm	Thursday 4:45pm -
<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 StarChannels Dining Out	Wednesday 6pm Wednesday 6pm Tuesday 6pm Tuesday 6pm Tuesday 6pm Friday 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.



500 Ala Moana Blvd, Suite 2-200, Honolulu, Hawaii 96813  
 808-529-4700 • staradvertiser.com

# 2025 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

**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 a \$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.



500 Ala Moana Blvd, Suite 2-200, Honolulu, Hawaii 96813  
808-529-4700 • staradvertiser.com

# 2025 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.





**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 • MIDWEEK.COM • HAWAII.COM

500 ALA MOANA BOULEVARD, SUITE 2-200 • HONOLULU, HAWAII 96813 • 808.529.4700

**REVISED DECEMBER 31, 2024**