

STAR MEDIA



2023

DIGITAL RATES ONLINE ADVERTISING

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

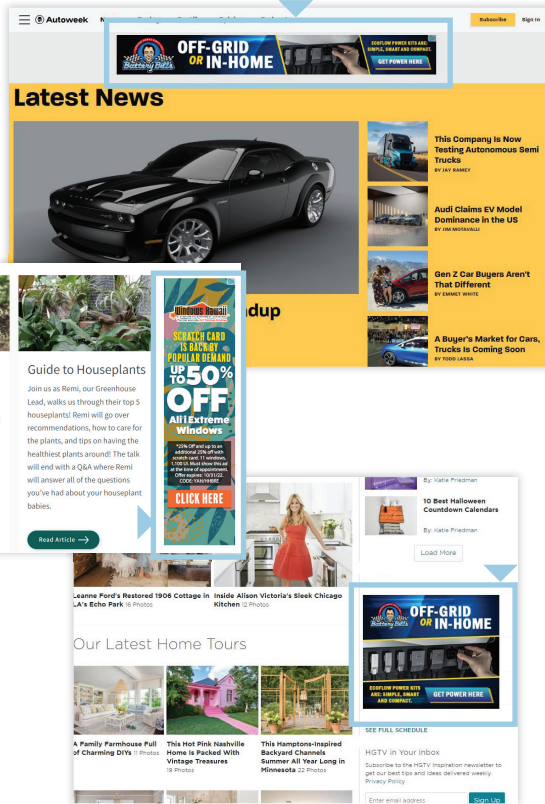
REVISED FEBRUARY 1, 2023

PROGRAMMATIC

TARGETED DISPLAY ADS

Highly-targeted ads that reach specific audiences as they browse websites and apps. Targeting capabilities include demographics, locations, and online behavioral interests and patterns.

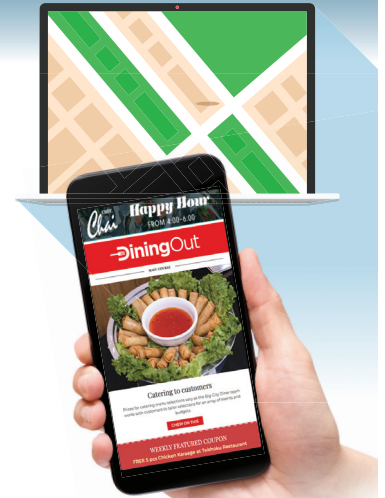
- Responsive ads
- Retargeting ads
- Social media ads
- Desktop, mobile & app



GEO-FENCING

Engage with clients that travel within the boundaries of your choosing. Create a virtual “fence” around these areas, and target your audience on websites and apps they already frequent.

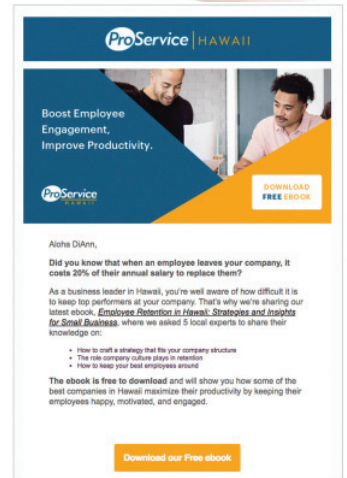
- Conversion tracking
- Event geo-fencing



TARGETED EMAIL BLASTS

Exclusive and fully customizable email delivered securely to your chosen or “target”, audience. Get in front of national, regional and/or local audiences at a cost effective rate.

- Target the audience of your choice
- Exclusive and fully custom email



SOCIAL MEDIA

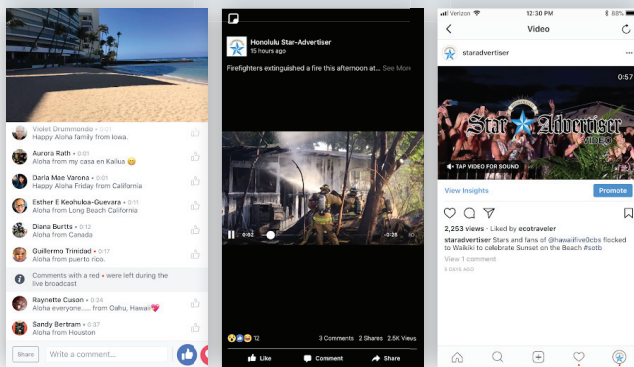


IMAGE & VIDEO POSTS

Reach the extensive audience that you deserve! Leverage OPI's social media platforms to add credibility and expand your reach.

- Single or multiple image • Carousel • Video
- Story • Live • Reels

ADVERTISING

Take advantage of the full scope and power of social media. Let us help you build your page, audience and e-commerce store! Target your specific audience!

- Page Build
- Audience Growth
- E-commerce store

STREAMING AUDIO

DIGITAL AUDIO ADVERTISING

Reach your audience as they listen to podcasts, digital radio, Spotify and Pandora. Select from basic targeting or custom second and third-party audience options.



VIDEO

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.

86%

of online marketers are currently using video content in their digital marketing strategies.

IN-HOUSE VIDEO PRODUCTION SERVICES AVAILABLE!

- *Filming*
- *Editing*
- *Talent*



IN-CONTENT VIDEOS

Engage a captive Star-Advertiser reader audience as videos pop open and play within news stories.

- Geo-targeted to Hawaii
- Views can be spread out evenly during run dates
- Videos link to your website or landing page



OTT / CONNECTED TV

Premium & scalable video across desktop, mobile websites, mobile applications, Outstream, and Connected TV devices.

- Pre-roll • Mid-roll • Post-roll
- Mobile Pre-roll • Tablet Pre-roll
- Connected TV • Outstream
- In-banner Video
- Video Interstitial

SOCIAL MEDIA LIVES & SHORTS

Ryan Kalei Tsuji and Yunji de Nies shine a spotlight on issues affecting Hawaii

SPOT-LIGHT HAWAII

Three-time International Telly Award Winners

MONDAY, WEDNESDAY AND FRIDAY @ 10:30 AM

STAR NEWS LIVE

Monday - Friday FB Live @ 3pm KIANA CAYABYAB

LIVE NEWS UPDATES EVERYDAY @ 3 PM

THE RUN DOWN

TOP SPORT NEWS STORIES

With Former UH Football Star **CHAD OWENS**

MONDAY, WEDNESDAY AND FRIDAY @ 1 PM

PODCASTS & TV SHOWS

It's A Hawaii Thing DA PODCAST

WHERE Hawaii Eats

PRESENTED BY **DiningOut**

CULTURED PODCAST

THE ART OF Beer HAWAII

IN ORDER

Be well. Be safe. Be prepared.

presented by **Hawaiian Financial** Federal Credit Union

Sponsorship Opportunities Available

DIGITAL BILLBOARD NETWORK



DIGITAL BILLBOARD NETWORK

Total Views
6.5 MILLION

Total Impressions
12.2 MILLION

December 2022 Views

REACH A LARGE AUDIENCE Including A Younger Market

21-30 Age Group	48%
31-44 Age Group	24%
45+ Age Group	20%
21-44 Age Group	72%

Male	71%
Female	29%

CONNECT WITH YOUR CONSUMER - MEET THEM WHERE THEY ARE.

Display your message to an often captive audience, as they wait at a check out, shop at their favorite stores, bank or simply just watch their children play.

ATTRACTIVE GEOGRAPHIC LOCATIONS

Enjoy the benefits of high frequency airings of your video, alongside newsworthy content and retail messages that draw viewers' attention. Take advantage of the flexibility to update your creative to match your current promotions.

MONTHLY REPORTING

Receive detailed reports of who actually viewed your spots. Monitor your advertising and choose where you want your messages to be seen or heard.

DIGITAL AND PRINT CAMPAIGNS

Innovative technology allows you to access your audience in highly trafficked areas and places they already frequent. Harness the power of video to strengthen your brand and message.

NUMEROUS RETAILER NETWORKS



STAR MEDIA

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SIERRA HETHCOTE

Sales Manager
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KELLIE NAKAHARA

Digital & Video Sales Manager
knakahara@staradvertiser.com
808.529.4364

STAR MEDIA

Hawaii's largest and most comprehensive full-service media company. Reaching your audience from traditional to digital, video and more!

EXTENSIVE DIGITAL CAPABILITIES

- Video Advertising & Production
- OTT/CTV & YouTube
- Streaming Audio
- Email Marketing
- Social Media
- Programmatic/Targeted
- Podcasts & TV Shows
- And more!

DAILY PUBLICATIONS


staradvertiser.com


THE GARDEN ISLAND
thegardenisland.com


hawaiitribune-herald.com


westhawaii.com

VIDEO SERVICES



wikiocast.com



digitalbillboardnetwork.com

COMMUNITY-TARGETED



midweek.com
midweekkauai.com
hawaiiislandmidweek.com

MAGAZINES


hiluxury.com


gokailuamagazine.com


gokapoleimagazine.com

VISITOR-TARGETED


hawaii.com


Oahu | Maui | Kaua'i | Big Island
101thingstodo.com

FULL-SERVICE ADVERTISING


OAHU MEDIA GROUP
oahumediagroup.com

SPECIAL INTERESTS / CLASSIFIEDS


dining.staradvertiser.com


staradvertiser.com/crave



hawaii renovation.staradvertiser.com


hawaiiislandhomes.com


jobs.staradvertiser.com


hawaiicars.com

For more information, contact KELLIE NAKAHARA
808-529-4364 • knakahara@staradvertiser.com

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PHONE 808-529-4700 | OAHUPUBLICATIONS.COM


Oahu
Publications
Inc.
Hawaii's Largest Media Company

STAR MEDIA RATES

Weekly Unique Visitors	245,165
Mature Adults (45+)	54%
Adults (31-44)	21%
Young Adults (<30)	25%

DESKTOP + MOBILE BROWSER

(Cross-platform rates shown. Contact us for Desktop-Only and Mobile-Only rates, if they apply.)

POSITION	RATE
INTERSTITIAL	\$5K / DAY
SLIDING BILLBOARD	\$75 CPM
RIGHT EAR PREMIUM MASTHEAD TILE	\$35K / MO
LEFT EAR PREMIUM MASTHEAD TILE	\$20K / MO
• Desktop Only	
NATIVE AD SINGLE	\$5,000 / 5 DAYS
• Dedicated post	
• Front page presence 5 days	
NATIVE AD 4 BOXES	\$2,500 / 5 DAYS
• Dedicated post	
• Front page presence 5 days	
• Rotates in 1 of 4 spots with other advertisers	
MOST READ SPONSORSHIP TILE / TICKER	\$2,500 / WK
• 50% Share of Voice	
• Homepage presence	
DISPLAY BANNERS	\$25 CPM
• Top/Super Leaderboard	
• Homepage Top Box	
• Smart Banner	
• Box 1, 2, 3, 4	
IN-CONTENT VIDEO	\$75 CPM

Scan QR codes to see our complete and interactive ad positions guides



OahuPublications.com/
digital/desktop

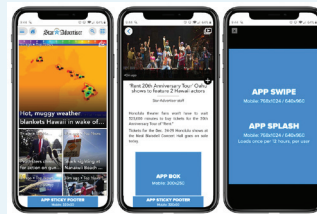


OahuPublications.com/
digital/mobile

APP ADVERTISING

POSITION	RATE
SPLASH AD	\$5,000 / MO
• 25% Share of Voice	
• Loads once per day prior to app load	
SWIPE	\$2,500 / MO
• 25% Share of Voice	
• Loads between stories as users swipe through	
STICKY FOOTER BOX	\$25 CPM

Scan QR codes to see our complete and interactive ad positions guides

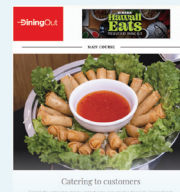
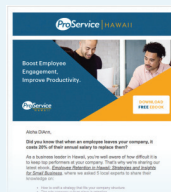


OahuPublications.com/
digital/app

EMAIL MARKETING

POSITION	RATE
EMAIL NEWSLETTER BANNER	
• Breaking News	
• Top Banner	\$12,500 / MO (Open Rate)
	\$8,500 / MO (12x contract)
• Box Banner	\$7,500 / MO
• Daily News	
• Top Banner	\$3,500 / MO
• 2nd Banner	\$2,500 / MO
• 3rd Banner	\$2,000 / MO
• 4th Banner	\$1,500 / MO
• Sports	
• Top Banner	\$2,500 / MO
• Bottom Banner	\$1,500 / MO
• Business	
• Top Banner	\$2,500 / MO
• Bottom Banner	\$1,500 / MO
• All 3 emails - Banners	\$5,000 / MO
EXCLUSIVE EMAIL BLAST	
• SA Marketplace, SA Offers, MidWeek Offers	\$3,500 / EMAIL
• Dining Out Hawaii, Hawaii Renovations	\$2,000 / EMAIL

Scan QR codes to see our complete and interactive ad positions guides



OahuPublications.com/
digital/email

VIDEO PRODUCTION SERVICES

STARTING FROM \$1,750

SOCIAL MEDIA POST + BOOST

• Facebook or Instagram **\$1,000**

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EXTENSIVE DIGITAL CAPABILITIES

- Video Advertising & Production
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hawaii renovation.staradvertiser.com


hawaiiislandhomes.com


jobs.staradvertiser.com


hawaiicars.com

For more information, contact SIERRA HETHCOTE
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Oahu
Publications
Inc.

NEIGHBOR ISLAND ONLINE RATES

REVISED JANUARY 31, 2023

Reach Kauai and the Hawaii Island markets of Kona and Hilo through our neighbor island publications.

	PAGES VIEWED (PER MONTH)	UNIQUE USERS (PER MONTH)	MOBILE TABLET	LIKE US ON FACEBOOK
thegardenisland.com	1,461,947	258,368	70%	33,935
hawaiiitribune-herald.com	1,380,089	166,447	50%	16,850
westhawaiiitoday.com	1,205,210	106,382	46%	37,603

Google Analytics December 2022

DESKTOP + MOBILE BROWSER

(Cross-platform rates shown. Contact us for Desktop-Only and Mobile-Only rates, if they apply.)

DISPLAY BANNERS

- A LEADERBOARD** \$25 CPM
- B BOX** \$25 CPM
- C SLIDING BILLBOARD** \$75 CPM
- D MOST POPULAR TILE** \$2,000 / MO
• 100% SOV
- E BOX-TILE** \$450 / MO (open rate) \$250 / MO (12x contract)
- F EXCLUSIVE NATIVE AD** \$1,500 / 5 DAYS
• Dedicated Post Front Page Presence (5 Days, M-F)
- HOMEPAGE ROADBLOCK** \$4,000 / 24 HRS
• 100% SOV
- INTERSTITIAL AD** \$3,000 / 24 HRS
• 1x / user
• 100% SOV
- IN-CONTENT VIDEO** \$25 CPM

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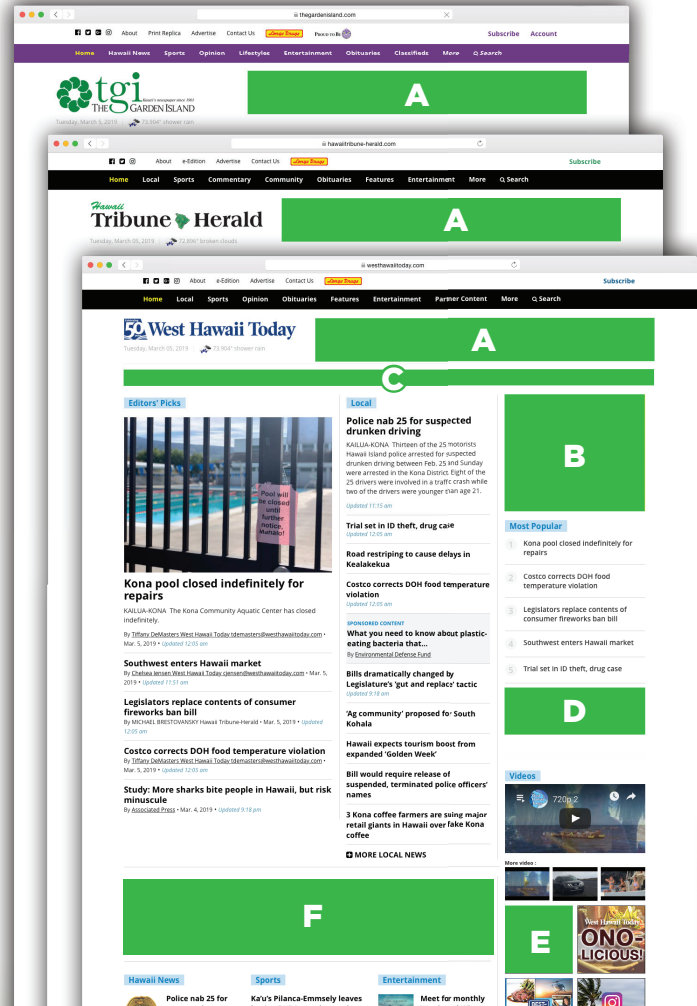
- SPLASH AD** \$5,000 / MO
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• Loads once per day prior to app load
- SWIPE** \$2,500 / MO
• 25% Share of Voice
• Loads between stories as users swipe through
- STICKY FOOTER** \$25 CPM
- BOX** \$25 CPM

VIDEO PRODUCTION SERVICES

STARTING AT \$1,750

SOCIAL MEDIA POST + BOOST

- Facebook or Instagram \$1,000



EMAIL MARKETING

- DAILY HEADLINES E-NEWSLETTER**
 - Banner #1 \$1,000 / MO
 - Banner #2 \$750 / MO
 - Banner #3-4 \$500 / MO

Subscribers: TGI - 6,551; HTH - 5,551; WHT - 10,512

- BREAKING NEWS E-NEWSLETTER**
 - Banner \$1,000 / MO
 - Box \$750 / MO

Subscribers: TGI - 12,900; HTH - 13,342; WHT - 20,694

- SPECIAL OFFERS EXCLUSIVE E-BLAST** \$1,500 / EMAIL

Subscribers: TGI - 4,867; HTH - 5,494; WHT - 13,527