

Maui Menu Guide

*Maui's Premier
Restaurant Menu Guide*

SPOTLIGHTING MAUI'S CULINARY SCENE

Filled with menus grouped by neighborhoods, **MAUI MENU GUIDE** magazine will be the one-stop source for diners to decide "where to eat."

Featuring 2-page menu spreads and a QR code that points to your website, online menu, etc.

CIRCULATION

25,000 copies
printed 3x a year

DISTRIBUTION

- Maui International Airport
- Hotel Concierges

Other various locations across Maui.



**3 Issues
Per Year!**

PUBLICATION & CLOSING DATES:

Spring: March, April, May, June 2023

SPACE: January 16, 2023

CAMERA-READY: January, 23, 2023

Summer: July, August, September, October 2023

SPACE: May 15, 2023

CAMERA-READY: May 22, 2023

**Winter: November-December 2023,
January-February 2023**

SPACE: Sept. 11, 2023

CAMERA-READY: Sept. 19, 2023

Tentative and subject to change.

To advertise: Denise Ching
dching@staradvertiser.com | 808-529-4796

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ADVERTISING RATES

2-Page Spread	3x	\$1,800 per issue
2-Page Spread	2x	\$2,000 per issue
2-Page Spread	1x	\$2,200 per issue

PREMIUM POSITIONS

Minimum 3x commitment.

Inside Front Cover & Page 1	\$3,000 per issue
Back Cover	\$2,200 per issue
Pages 2 & 3	\$2,400 per issue
Pages 4 & 5	\$2,400 per issue
Pages 6 & 7	\$2,400 per issue
Pages 8 & 9	\$2,400 per issue
Pages 10 & 11	\$2,400 per issue
Pages 12 & 13	\$2,400 per issue
Pages 14 & 15	\$2,400 per issue
Pages 16 & 17	\$2,400 per issue
Pages 18 & 19	\$2,400 per issue
First Spread in the Neighborhood	\$1,750 per issue
Opposite Welcome	\$1,250 per issue
Right Hand Page Opposite Neighborhood	\$1,250 per issue

Positions other than premium positions listed above are not guaranteed. A premium rate is required for guaranteed positions.

ADDITIONAL CHARGES

Contact your Account Executive for additional design/production rates if these services are required.

FILE DELIVERY

FTP Site: <http://ftp3-new.staradvertiser.com>

Enter your Account Executive's email
(XXXXXX@staradvertiser.com)

Enter your email

Upload file by clicking "upload" button

CAMERA-READY: PRODUCTION SPECS - ADS

TRIM SIZE: 5.25" X 8"

SAFETY: All live matter must be at least 0.25" from trim on all sides.

BINDING: Perfect bound, 8" side

Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

Trim Size: 5.25"w x 8"h

Full Page with bleed: 5.5"w x 8.25"h

Build to trim size (5.25"w x 8"h)

and extend the bleed .125" beyond trim on all sides.

Full Page no bleed: 4.75"w x 7.5"h

2-Page Spread trim size: 10.5"w x 8"h

2-Page Spread with bleed: 10.75"w x 8.25"h

Build to trim size (10.5"w x 8"h)

and extend the bleed .125" beyond trim on all sides.

PRODUCTION SPECS - MENU

2-PAGE MENU LIVE AREA: 9.6"w x 7"h

1-PAGE MENU LIVE AREA: 4"w x 7"h

Bleed is not an option on the menu pages. Menus not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

DIGITAL FILE REQUIREMENTS

All ad submissions must be PDF/X-1a files

The PDF/X-1a files must have:

- All fonts embedded.
- CMYK or Grayscale color space. No RGB, LAB or embedded color profiles (such as ICC profiles).
- All PMS or Pantone colors must be converted to CMYK.
- Resolution: 300 dpi
- Maximum ink density: 300 total.

Failure to submit a SWOP or laser proof may jeopardize the final content within your ad. We will not be responsible for improperly prepared files. It is the responsibility of the advertiser to notify us of any ad changes or intent to provide a new camera-ready ad prior to the camera-ready deadline.

QR CODES WILL NOT BE ADDED TO CAMERA-READY MENUS OR ADS.

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RESTAURANT NEIGHBORHOODS



1 WEST MAUI

Kapalua, Napili, Kahana, Honokowai, Kaanapali, Lahaina

2 CENTRAL MAUI

Wailuku, Kahului

3 SOUTH MAUI

Ma'alea, Kihei, Wailea, Makena

4 UPCOUNTRY

Makawao, Olinda, Kula, Ulupalakua

5 NORTH SHORE

Paia, Haiku, Huelo

6 EAST MAUI

Hana, Haleakala



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ADVERTISING OPPORTUNITIES

Choose from a **2-PAGE MENU SPREAD**, **2-PAGE AD SPREAD** OR **FULL-PAGE AD**



WARD SPECIALS

Lobster Appetizer
Lobster tail wok fried with garlic and butter.

Thai Spicy Clams
Fresh manila clams tossed with bell peppers and basil with a savory garlic chili sauce.

Bacon and Basil Clams
Fresh Manila Clams wok fried with Thai basil and bacon. Served with Crostini.

Fresh Clams Appetizer
Fresh manila Clams with garlic and butter sauce.

CURRIES

Yellow Curry (KAENG LEUNG)
House yellow curry sauce, coconut milk, potatoes, carrots, and onions.

Red Curry (KAENG PED DAENG)
House red curry sauce, coconut milk, young bamboo shoots and sweet basil.

Green Curry (KAENG KIEW WAN)
House green curry sauce, coconut milk, eggplant and sweet basil.

Masaman Curry (Masaman Neua)
Masaman curry, coconut milk, potatoes, carrots and onions blended with peanuts.

Panang Curry
Thick red curry, coconut milk, bell peppers, onions, and basil topped with peanut sauce.

Pineapple (Gaeng Saparot)
Red curry prepared with coconut milk, onions, bell peppers, pineapple and sweet basil.

Panang Curry
Thick red curry, coconut milk, bell peppers, onions, and basil topped with peanut sauce.

NOODLES

Rice Noodles with Bean Sprouts (PAD THAI)
Thai rice noodles prepared in sizzling hot wok with tofu, egg, bean sprouts and crunchy peanuts. Served with fresh bean sprouts and crunchy peanuts.

Chow Fun Soy Sauce (PAD SIEW)
Chow Fun noodles prepared in a sizzling wok with broccoli, egg, and soy sauce.

Stir Fried Long Rice Noodles (PAD WOON SEN)
Bean thread (long rice) noodles stir-fried with young corn, onions egg, and bean sprouts in soy sauce.

Spicy Basil Noodles (PAD KI MAO)
Chow Fun noodles prepared in a sizzling wok with garlic, basil, egg, bean sprouts, and chili sauce.

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WAIKIKI



GET FULL OR 'THAI' TRYING
There's nothing quite like a home-cooked meal, and fans of Lao and Thai food can find their next favorite dish at **MAILE'S THAI** at 1200 Ala Moana Blvd. (there's

also the original location in Hawai'i Kai that opened in 2006). It's headed by namesake Maile Sengoura, who grew up watching her family members cook for gatherings and just-because occasions. ✕



500 ALA MOANA BLVD.
HONOLULU 96813 | 808-000-0000
MAILESTHAIBISTRO.COM
INSTAGRAM @MAILESTHAIBISTRO

2-PAGE MENU SPREAD

A menu spread showcases your menu items.

What's on the menu spread:

- 1 Logo (placement on both pages.)
- 2 Menu items
- 3 QR code that points to restaurant website, full menu, specials, etc.
- 4 Address, contact information
- 5 Website and social contacts
- 6 Your supplied image
- 7 Description of restaurant / food



eh brah




Scan for Daily Specials, Menu, Locations, Hours & More!

ALOHA, WELCOME TO ZIPPY'S

Take out, day or night, we're Hawaii's #1 gathering spot for classic local favorites, tasty specialty foods and friendly, welcoming service. Bring your appetite home to Zippy's.

20+ LOCATIONS ON OAHU.
zippy's.com



2-PAGE AD SPREAD


Choose from premium positions in the front of the book or within a neighborhood section.

FULL-PAGE AD

Positions available opposite the welcome, TOC and first right hand page opposite neighborhood intro.

WOLF GANG'S STEAKHOUSE

UNMISTAKABLY NEW YORK IN THE HEART OF WAIKIKI



Wolfgang's Steakhouse by Wolfgang Puck uses only USDA Prime Grade Black Angus Beef, dry-aged in house for 28 days for luxurious, melt-in-your-mouth, juicy steaks, served sizzling hot with a perfectly seasoned crust. We also feature signature seafood, signature side dishes, homemade soups, crisp salads, Black Angus burgers and sandwiches, delicious desserts, and an award-winning wine list!

SUNDAY THRU THURSDAY 11 A.M. - 10:30 P.M.
FRIDAY AND SATURDAY 11 A.M. - 11:30 P.M.

Royal Hawaiian Center, Bldg C, Level 3 • Validated Parking
wolfgangsteakhouse.com • 808-522-2600

LUNCH • HAPPY HOUR • DINNER • WEEKEND BRUNCH • PRIVATE ROOMS

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MENU ASSET MATERIAL FORM

Required assets for the 2-page spread menu pages.

1 Logo

2 Menu Items
(310 words)

3 URL for QR Code

4 Address, Phone Number

5 Website, Social Contacts

6 Image
(300 dpi)
Minimum 4.6"w x 5.75"h

7 Description of Restuarant / Food
70 words

8 Logo

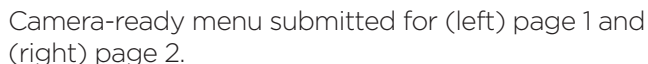
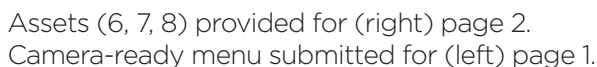
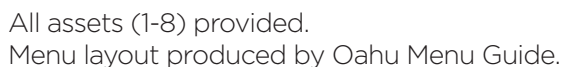
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Refer to MENU ASSET MATERIAL FORM for required assets.



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To advertise in OAHU MENU GUIDE: To advertise: Denise Ching
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