

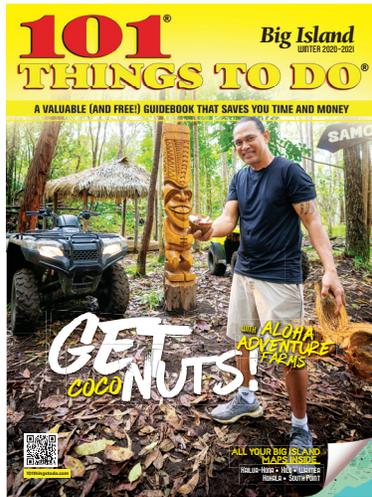
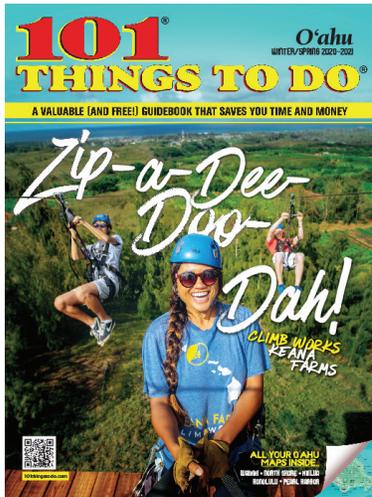
YOUR PRE & POST ARRIVAL GUIDES TO HAWAII

101[®] THINGS TO DO[®]

O'ahu | Maui | Kaua'i | Big Island



DRIVE



101 Things To Do is a full size magazine committed to providing visitors with quality travel resources, compelling editorial and an even-handed picture of the Hawaiian Islands.

DRIVE is the Official Magazine in Hawaii for Enterprise Rent-A-Car, Alamo Rent A Car and National Car Rental

Drive provides guests with compelling editorial, focusing on excursions by car—activities, entertainment, shopping, dining, beaches, places of interests and more.



Hawaii.com is one of the state's leading planning and booking website for travel to and within the Hawaiian Islands. Readers enjoy rich, experiential content from Hawaii's largest team of award-winning travel writers.



500 ALA MOANA BOULEVARD • SUITE 7-500
HONOLULU, HAWAII 96813
PHONE 808.529.4700 | OAHUPUBLICATIONS.COM

O'ahu

2024 O'AHU SCHEDULE

Issues	Space Deadline	Camera Ready
JAN. - APR. 2024	November 29	December 6
MAY. - AUG. 2024	April 2	April 9
SEP. - DEC. 2024	August 1	August 8

Schedule tentative and subject to change.

2024 O'AHU RATES (PER MONTH)

Run of Magazine	1 Issue	3 Issues
Full Page	\$1,038	\$901
Half Page	\$744	\$641
Quarter Page	\$445	\$384

Premium Positions	1 Issue	3 Issues
Inside Front or Page 1	\$1,297	\$1,126
Page 2, 3 or 5	\$1,245	\$1,082
Center Spread	\$2,594	\$2,253
Inside Back	\$1,193	\$1,036
Back Cover	\$1,345	\$1,172

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

Nick Riopelle • 808.342.8790 • nriopelle@staradvertiser.com

Big Island

2024 BIG ISLAND SCHEDULE

Issues	Space Deadline	Camera Ready
JAN. - APR. 2024	November 20	November 27
MAY - AUG. 2024	March 29	April 5
SEP. - DEC. 2024	July 29	August 5

Schedule tentative and subject to change.

2024 BIG ISLAND RATES (PER MONTH)

Run of Magazine	1 Issue	3 Issues
Full Page	\$785	\$688
Half Page	\$507	\$445
Quarter Page	\$335	\$291

Premium Positions	1 Issue	3 Issues
Inside Front or Page 1	\$982	\$859
Page 2, 3 or 5	\$942	\$825
Center Spread	\$1,963	\$1,719
Inside Back	\$903	\$791
Back Cover	\$1,021	\$894

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

Kelly Staszko • 808.930.7312 • kstaszko@hawaiitribune-herald.com
 Leona Longakit • 808.930.7338 • llongakit@hawaiitribune-herald.com
 Valerie Ferrari • 808.930.7306 • vferrari@hawaiitribune-herald.com
 Joe Tustison • 808.930.8643 • jtustison@westhawaii.com



DRIVE

O'AHU

2024-2025 OAHU SCHEDULE

Issues	Space Deadline	Camera Ready
JAN. - APR. 2024	November 17	November 24
MAY - AUG. 2024	March 15	March 22
SEP. - DEC. 2024	July 19	July 26

Schedule tentative and subject to change.

2024-2025 OAHU RATES (PER MONTH)

Run of Magazine	1 Issue	3 Issues
Full Page	\$1,391	\$1,069
Half Page	\$1,017	\$785
Quarter Page	\$605	\$464

Premium Positions	1 Issue	3 Issues
Inside Front or Page 1	\$1,738	\$1,336
Page 2, 3 or 5	\$1,669	\$1,282
Center Spread	\$3,477	\$2,672
Inside Back	\$1,599	\$1,229
Back Cover	\$1,808	\$1,389

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

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DRIVE MAP



BIG ISLAND

2024 BIG ISLAND SCHEDULE

Issues	Space Deadline	Camera Ready
JAN. - JUN. 2024	December 8	December 12
JUL. - DEC. 2024	May 17	May 21

Schedule tentative and subject to change.

2024 BIG ISLAND RATES (PER MONTH)

Position	Per Issue
Full Page	\$800
Half Page	\$500
Quarter Page	\$300

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

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Maui

2024-2025 MAUI SCHEDULE

Issues	Space Deadline	Camera Ready
MAR. - JUN 2024	January 18	January 25
JUL. - OCT. 2024	May 17	May 24
NOV. 2024 - FEB. 2025	September 20	September 27

Schedule tentative and subject to change.

2024-2025 MAUI RATES (PER MONTH)

Run of Magazine	1 Issue	3 Issues
Full Page	\$785	\$688
Half Page	\$507	\$445
Quarter Page	\$335	\$291
Premium Positions	1 Issue	3 Issues
Inside Front or Page 1	\$982	\$859
Page 2, 3 or 5	\$942	\$825
Center Spread	\$1,963	\$1,719
Inside Back	\$903	\$791
Back Cover	\$1,021	\$894

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TO ADVERTISE

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Kaua'i

2024-2025 KAUA'I SCHEDULE

Issues	Space Deadline	Camera Ready
FEB. - MAY 2024	January 2	January 9
JUN. - SEP. 2024	April 29	May 6
OCT. 2024 - JAN. 2025	August 30	September 6

Schedule tentative and subject to change.

2024-2025 KAUA'I RATES (PER MONTH)

Run of Magazine	1 Issue	3 Issues
Full Page	\$785	\$688
Half Page	\$507	\$445
Quarter Page	\$335	\$291
Premium Positions	1 Issue	3 Issues
Inside Front or Page 1	\$982	\$859
Page 2, 3 or 5	\$942	\$825
Center Spread	\$1,963	\$1,719
Inside Back	\$903	\$791
Back Cover	\$1,021	\$894

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

Eden Raquel • 808.245.0432 • eraquel@thegardenisland.com
 Gale Gillespie • 808.245.0424 • ggillespie@thegardenisland.com
 Nick Riopelle • 808.342.8790 • nriopelle@staradvertiser.com



DRIVE MAPS



MAUI

2024 MAUI SCHEDULE

Issues	Space Deadline	Camera Ready
JAN. - JUN. 2024	December 8	December 12
JUL. - DEC. 2024	May 17	May 21

Schedule tentative and subject to change.

2024 MAUI RATES (PER MONTH)

Position	Per Issue
Full Page	\$800
Half Page	\$500
Quarter Page	\$300

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

Nick Riopelle • 808.342.8790 • nriopelle@staradvertiser.com



KAUA'I

2024 KAUA'I SCHEDULE

Issues	Space Deadline	Camera Ready
JAN. - JUN. 2024	December 8	December 12
JUL. - DEC. 2024	May 17	May 21

Schedule tentative and subject to change.

2024 KAUA'I RATES (PER MONTH)

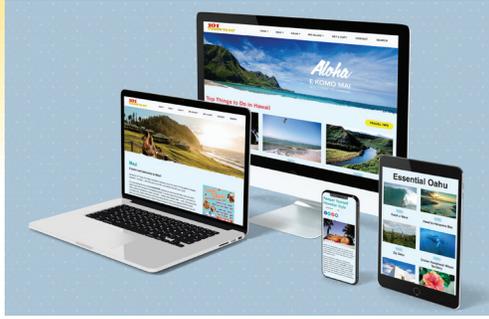
Position	Per Issue
Full Page	\$800
Half Page	\$500
Inside Map Box	\$300

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

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 Gale Gillespie • 808.245.0424 • ggillespie@thegardenisland.com
 Nick Riopelle • 808.342.8790 • nriopelle@staradvertiser.com

101[®] THINGS TO DO[®].com



101 Things To Do employs a staff of knowledgeable sales professionals who will work with you to ensure your success and provide you with online sales reports every month detailing site impressions, click-throughs, yields and traffic statistics. They will continually help you position your message on the site for premium results and can help design and build your campaign materials.

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PRODUCTION SPECIFICATIONS

TRIM SIZE: 8" x 10.625"

SAFETY: All live matter must be at least 0.375" from trim on all sides.

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

Trim Size: 8"w x 10.625"h

Full Page with bleed: 8.25"w x 10.875"h

Build to trim size (8"w x 10.625"h) and extend the bleed .125" beyond trim on all sides.

Full Page no bleed: 7.25"w x 9.875"h

2-Page Spread trim size: 16"w x 10.625"h

2-Page Spread with bleed: 16.25"w x 10.875"h

Build to trim size (16"w x 10.625"h) and extend the bleed .125" beyond trim on all sides.

1/2 Page Horizontal	7.25 x 4.8125
1/2 Page Vertical	3.5 x 9.875
1/4 Page	3.5 x 4.8125
Best Of/Dining Co-Op	3.5 x 2.5
O'ahu's North Shore Co-Op	2.25 x 4.5
Fishing Guide Box	2.5 x 3.1875
Coupon	3.5 x 1.5

AD DESIGN CHARGES

Full Page	\$250.00
Half Page	\$125.00
Quarter Page	\$125.00



HAWAII EDITION USA TODAY

The nation's number one national newspaper printed the same day Monday thru Friday. With Waikiki retail and hotel distribution, USA Today is ideal for reaching the visitor who is interested in reading national news.

TO ADVERTISE

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DIGITAL AD 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.

ONLY CAMERA-READY ADS ARE ACCEPTED.

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.