

RETAIL RATES 2022

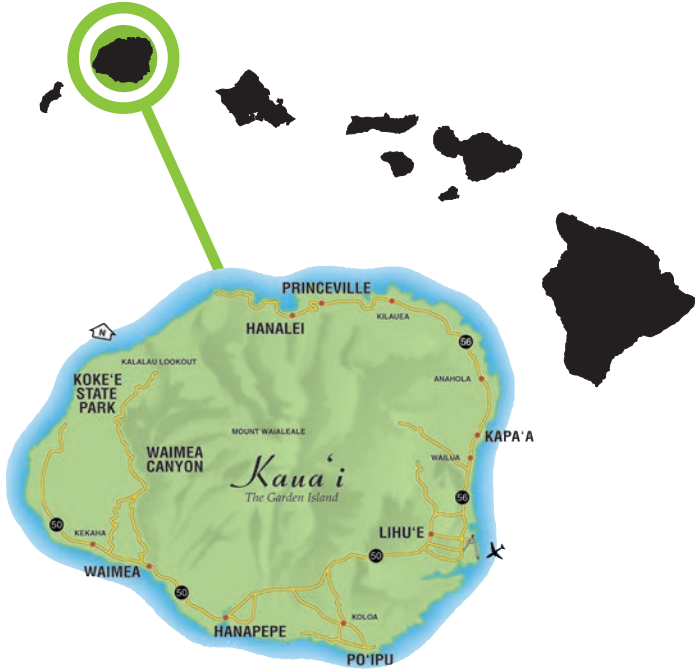


3-3137 Kuhio Highway | Lihue | Hawaii 96766
 808-245-3681 | thegardenisland.com

EFFECTIVE
 JANUARY
 2022



About Us



About Kauai

- There are 56,575 adults on Kauai
- 50% are male, and 50% are female
- 25% are 18-34 years old, 32% are 35-54 years old and 43% are 55 years old or older
- 33% of Kauai's population is Asian, 32% is white, 9% is Pacific Islander, 2% is another single race and 24% has 2 or more races.
- 53% of households are married-couple families
- 30% of households have children 17 or younger
- 66% of adults 25+ have some college education or higher
- The median household income is \$83,554
- 63% of households are owner-occupied
- The median home value is \$570,700

Source: U.S. Census - 2019 American Community Survey 5-Year Estimates



Reach

Publication	Readership	
The Garden Island Weekly CUME	30,364 Kauai adults	54%
The Garden Island + Kauai Midweek Weekly CUME	37,793 Kauai adults	67%

About The Garden Island

- Began in 1902
- Kauai's only daily newspaper publishing seven days a week
- Editorial excellence in delivering local, state, national and world news
- 54% of all Kauai adults read The Garden Island
- 67% off all Kauai adults read either The Garden Island or Kauai Midweek



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Oahu **opi** Publications Inc.
Howai's Largest Media Company

808.529.4700



2022 Rates



Retail Rates

Retail Column Inch Rates

Investment Level	Daily	Sunday	Color Rate per inch
Open	\$39	\$42	\$17
\$2,500	\$32	\$35	\$13
\$5,000	\$29	\$32	\$13
\$10,000	\$26	\$31	\$12
\$25,000	\$22	\$25	\$12
\$50,000	\$19	\$21	\$10

Premium Positions

Quarter page ads (9.7" x 5") placed in Main News on page 2 or 3. Ads include full color.

Investment Level	Daily	Sunday
Open	\$2,277	\$2,404
52x	\$1,320	\$1,375

Frequency Program

Run a minimum number of inches within a 30 day period; minimum of 5 ads within the period; one copy change per run.

No. of Inches	Daily pci rate	Sunday pci rate
30"-79"	\$39	\$40
80" & over	\$36	\$39

Pick Up Your Ad Into The Garden Island

\$19 per column inch (includes color)

Preferred Placement

25% premium for guaranteed ad placement subject to availability. Minimum 30-inch ad.

Church & Non-Profit Rates

Retail per column inch: Daily \$26; Sunday \$31
Color rate: \$12 pci

Repeat Ad Discount

Any display ad 10 column-inches or larger may be repeated within seven (7) calendar days, beginning on Sunday, of original insertion date for percentages off open or contract display rates. Pickups must be run with no copy or ad size changes.

1st Pickup.....	25% Off
2nd Pickup.....	50% Off
3rd - 6th Pickup.....	75% Off

Local Business Directory Guide:

- Interactive digital ad automatically pulled from the print ad
- Business directory profile "mini-website"
- SEO benefits
- \$35 per ad or \$15 per ads on contract will be added for all TGI ROP ads.

Digital Replica Edition: \$2.00 charge will be added for all TGI ROP ads.

Kauai Excise Tax: All ads will have a 4.712% Hawaii Excise Tax added to the net.

Premium Positions



Ear



Front Page Banner

Front Page Banners

6 columns x 2" banner ads strategically placed at the bottom of each section.

	Open	52x
Front Page	\$473	\$303
Other Sections	\$341	\$209

Ears

Visible top right-hand corner placement on the front of all sections of the paper.

	Open	52x
Front Page	\$303	\$165
Other Sections	\$255	\$132

Spadeas

Your message will be seen with this unique advertising product that wraps the front page of the paper. Total of 3 full pages.

Daily	\$8,250
Sunday	\$9,350

Reach Non-Subscribers with Kaua'i Midweek

Direct-mailed every week to more than 20,000 homes.

	Open	52x
Back Page (9.7"x10")	\$2,750	\$2,558
Front Page Ear (3.15"x2")	\$539	\$292
Front Page Premium Ad (3.15" x 7.75")	\$963	\$484
Per Column Inch Advertising	\$57	\$40



2022 Ad Sizes/Deadlines

AD SIZES

Retail Display Column Widths (The Garden Island & Kaua'i Midweek)

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

The Garden Island Kaua'i Midweek

1/8 pg	4.787" x 5"	4.787" x 2.5"
1/4 pg	4.787" x 10"	4.787" x 5"
1/2 pg horizontal	9.7" x 10"	9.7" x 5"
1/2 pg vertical	4.787" x 20"	4.787" x 10"
full pg	9.7" x 20"	9.7" x 10"
double truck	21" x 20"	20" x 10"

Classified/Legal Column Widths (The Garden Island and Kaua'i Midweek)

1 column	.895"	4 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

DEADLINES

Publication Day	Sections	Order Deadline & Materials requiring in-house production	Camera-Ready PDF/X-1a Digital Files**	Classified Liner
Monday	Classifieds Main News	Wednesday 12noon Wednesday 12noon	Thursday 11am Thursday 11am	Friday 2pm -
Tuesday	Classifieds Main News	Thursday 12noon Thursday 12noon	Friday 11am Friday 11am	Monday 4:45pm -
Wednesday	Classifieds, Jobs Main News Kaua'i Midweek	Friday 12noon Friday 12noon Friday 5pm*	Monday 11am Monday 11am Tuesday 5pm*	Tuesday 4:45pm - Monday 4:45pm*
Thursday	Classifieds, Autos Main News	Monday 12noon Monday 12noon	Tuesday 11am Tuesday 11am	Wednesday 4:45pm -
Friday	Classifieds, Real Estate Main News TGIF	Tuesday 12noon Tuesday 12noon Monday 5pm	Wednesday 11am Wednesday 11am Wednesday 5pm	Thursday 4:45pm - -
Saturday	Classifieds Main News	Wednesday 11am Wednesday 12noon	Thursday 11am Thursday 11am	Friday 1pm -
Sunday	Classifieds, Jobs, Autos, Real Estate Main News TV Comics	Wednesday 11am Wednesday 12noon Tuesday 5pm Tuesday 5pm	Thursday 11am Thursday 11am Thursday 5pm Thursday 5pm	Friday 1pm - - -

*Weekly publications are one full week in advance of publication.

**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.



2022 Preprint Distribution



The Garden Island Distribution

Daily Full Run	Wednesday/Friday	Sunday
Total Home Delivery	2,654	2,941
Total Single Copy	1,487	1,223
TOTAL: Full Run	4,141	4,164

The Garden Island includes 2% spoilage plus 5% fluctuations for street

The Garden Island Preprint Insert Pricing

CPM		OPEN		13X		52X	
Standard	Tab	Wednesday/ Friday	Sunday	Wednesday/ Friday	Sunday	Wednesday/ Friday	Sunday
Single Sheets		\$95	\$101	\$84	\$90	\$70	\$78
2 Pages	4 Pages	\$112	\$117	\$101	\$105	\$89	\$94
4 Pages	8 Pages	\$129	\$134	\$118	\$123	\$106	\$111
6 Pages	12 Pages	\$146	\$151	\$134	\$139	\$122	\$128
8 Pages	16 Pages	\$162	\$166	\$152	\$155	\$141	\$145
10 Pages	20 Pages	\$180	\$184	\$167	\$174	\$156	\$160
12 Pages	24 Pages	\$196	\$200	\$185	\$190	\$175	\$179
14 Pages	28 Pages	\$215	\$219	\$204	\$207	\$190	\$195
16 Pages	32 Pages	\$230	\$234	\$220	\$223	\$208	\$211
18 Pages	36 Pages	\$248	\$252	\$235	\$242	\$224	\$229
20 Pages	40 Pages	\$265	\$268	\$252	\$256	\$242	\$245
22 Pages	44 Pages	\$281	\$285	\$270	\$274	\$257	\$261
24 Pages	48 Pages	\$297	\$301	\$285	\$290	\$274	\$279
28 Pages	56 Pages	\$330	\$337	\$319	\$325	\$307	\$314

Circulation	Wednesday/ Friday	Sunday
96703 Anahola	61	68
96705 'Ele'ele	137	139
96714 Hanalei	70	77
96716 Hanapepe	109	118
96722 Princeville	188	214
96741 Kalaheo	287	318
96746 Kapa'a	685	734
96747 Kaunakani	18	22
96751 Kealia	9	12
96752 Kekaha	144	123
96754 Kilauea	123	140
96756 Koloa	407	350
96765 Lawai	74	84
96766 Lihu'e	1,582	1,513
96769 Makaweli	15	17
96796 Waimea	189	186
Miscellaneous	43	49
Total:	4,141	4,164



Kauai Midweek Distribution

Kauai Midweek is an easy to read, colorful tabloid format geared towards high readership. Kauai Midweek reaches over 20,000 Kauai homes every week.

Kauai Midweek Preprint Insert Pricing

Standard	Tab	Open	13X	52X
Single Sheets		\$113	\$102	\$86
2 Pages	4 Pages	\$131	\$120	\$103
4 Pages	8 Pages	\$150	\$138	\$122
6 Pages	12 Pages	\$165	\$155	\$139
8 Pages	16 Pages	\$184	\$175	\$156
10 Pages	20 Pages	\$202	\$190	\$176
12 Pages	24 Pages	\$219	\$209	\$193
14 Pages	28 Pages	\$237	\$226	\$210
16 Pages	32 Pages	\$255	\$245	\$228
18 Pages	36 Pages	\$274	\$262	\$246
20 Pages	40 Pages	\$292	\$281	\$265
22 Pages	44 Pages	\$307	\$298	\$282
24 Pages	48 Pages	\$327	\$316	\$300
28 Pages	56 Pages	\$343	\$333	\$318

In Homes: Monday/Tuesday/Wednesday

Source: U.S. Postal Service

96703 Anahola	320
96705 'Ele'ele	927
96714 Hanalei	576
96716 Hanapepe	870
96722 Princeville	974
96741 Kalaheo	793
96746 Kapa'a	4,834
96747 Kaunakani	166
96751 Kealia	59
96752 Kekaha	608
96754 Kilauea	1,106
96756 Koloa	1,487
96765 Lawai	445
96766 Lihu'e	6,039
96796 Waimea	949
Other Zip Codes	20
Total:	20,173

Total distribution + 2% spoilage.



2022 Insert and Shipping/Receiving

SPECIFICATIONS AND DEADLINES

All inserts should be sent to the Honolulu Star-Advertiser Printing Facility in Kapolei (Oahu).

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
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Mobile: 808.306.3980
rgarcia@staradvertiser.com

David Tao

Packaging &
Assembly Manager
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Mobile: 808.342.9004
dtao@staradvertiser.com

FSI Specifications:

The Garden Island 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.

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 .0045" thick while 60# glossy (or enamel) stock is only .003" 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 at \$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.



2022 Policies

RATE AND CREDIT

All advertising shall be prepaid unless credit accommodations have been established beforehand with The Garden Island 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 The Garden Island ad measuring more than 19" deep will be set to full page depth (20") 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 Garden Island 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 net and 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.

Feature Pages

Feature pages and special sections are available in *The Garden Island* and *Kaua'i Midweek*. Ask your Account Executive for details.

COMMERCIAL PRINTING

The Garden Island/Kaua'i Midweek offers a wide variety of full service, quality offset printing, coated stock printing, mailing and inserting. Ask your Account Executive for details.

Single Sheet, Print and Deliver

Advertisers can effectively target primary and secondary customers through 8.5" x 11" or 11" x 17" single sheet flyers. These flyers can be composed, printed and inserted into *The Garden Island* and *Kaua'i Midweek*. Ask your Account Executive for details.

DIRECT MAIL

OPI Direct Mail is one of Hawaii's largest direct mailers. We offer comprehensive direct mail services at very competitive pricing to help your business reach a targeted audience. We offer customized programs including mailing lists, various paper sizes, stocks and weights, and mailing services. For more information, please contact your Account Executive or call (808) 695-6332.

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.

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

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.

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 (Quark XPress, 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 Garden Island and Oahu Publications Inc. assumes no liability for any work that does not adhere to these guidelines. For additional information, call your Account Executive.



NEWSPAPERS: HONOLULU STAR-ADVERTISER • THE GARDEN ISLAND
HAWAII TRIBUNE-HERALD • WEST HAWAII TODAY • USA TODAY - HAWAII EDITION • MIDWEEK

MAGAZINES: HILUXURY • KAKA'AKO VERT • GO KAILUA • GO KAPOLEI • KAHALA LIFE
DRIVE MAGAZINE • 101 THINGS TO DO • ONE-SIX KAIMUKI TO KAHALA

WEBSITES: STARADVERTISER.COM • HAWAII TRIBUNE-HERALD.COM
THEGARDENISLAND.COM • WESTHAWAIIITODAY.COM • HAWAII.COM

FACEBOOK LIVE: SPOTLIGHT HAWAII • STAR NEWS LIVE • C02 RUN DOWN

PODCASTS: IT'S A HAWAII THING • CULTURISED • WINE &... • RUNNIN' IT BACK
KAHUA • WHERE HAWAII EATS • HAWAII EXTREME FITNESS • THE ART OF BEER

OTHER SERVICES: OAHU MEDIA GROUP • STAR EVENTS • STAR MEDIA (DIGITAL SERVICES)
STAR MERCHANT SERVICES • DIGITAL BILLBOARD NETWORK

500 ALA MOANA BOULEVARD, SUITE 7-500 • HONOLULU, HAWAII 96813 • 808.529.4700 • FAX: 808.529.4898