

West Hawaii Today



The Mesa Lava eruption is seen early Monday from Kilauea Iki.

THE MESA LAVA ERUPTION IS SEEN EARLY MONDAY FROM KILAUEA IKI.

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West Hawaii Today

WEDNESDAY, NOVEMBER 30, 2022 WESTHAWAII.TODAY.COM

'BEAUTIFUL' AND 'SCARY'

As lava approaches Daniel K. Inouye Highway, officials work to manage droves seeking to view eruption

BY MICHAEL BREITENBERG
HONOLULU REPORT

Lava from Mesa Lava is not on track to approach popular Daniel K. Inouye Highway — at least not anytime soon, but authorities now have to contend with people flocking to see the eruption.

Because there is a spectacular view of the lava flows from the Daniel K. Inouye Highway — Hawaii County is urging travelers to refrain from parking on the shoulder to watch the fiery show.

Throughout Monday and Tuesday, cars lined the highway as residents and visitors alike gathered to view the lava.

After seeing the show Monday night, C.J. O'Neil stopped on the highway Tuesday while driving to work in Lihou. O'Neil from Oahu's Kailua area.

"I don't even know what to say," he said, after seeing the lava.




The Best of Everything

BEST-HAWAII 2022

What Hawaii's Best

The best of everything West Hawaii has to offer as voted by West Hawaii Today readers.

West Hawaii Today

THURSDAY, APRIL 13, 2023 WESTHAWAII.TODAY.COM

Powerhouse Maui halau returns to competition tonight

KUMU GREIG FORMERLY DANCED FOR LUM HO IN HILO

BY JESSIE BARNETT
HONOLULU REPORT

Greig, halau captain of the overall title after finishing first in the wakahe halau (producers halau) and wakahe overall competition, returned to the wakahe halau (ancient halau) division. In addition, one of her students, Shaina Kapuni (mahele) Kikyo Kamaokalani, was also in the wakahe halau. The halau and wakahe article — "Who moved her" (talk) from kumu halau (Halau) and was a Mahele Halau competitor for Hilo kumu halau (Halau) — returns this week for the 60th Annual Merrie Monarch with her wakahe and another Mahele Halau hope.

A major theme this year is honoring Lani He, who died April 9, 2022. Greig said her group halau halau made a tribute to Queen Emma.

"The inspiration I received this year was just nature — clean, pure, beautiful," Greig said. "The imagery in the Mahele competition has been to the beauty of the lot in front of the park, which is unusual. Because most male competitors are all in lehua or mahele or mahele, or the ferns, the native plants we love so much."

"But this contest was different. It also doesn't mention any specific place, which was unusual."

SEE GREIG PAGE 5A

Celebrating our nurses and health care providers



NURSES WEEK 2022

Thank you, Nurses!

We are grateful for your hard work, dedication, and the extra care and compassion you bring to your patients.

Merry Nelson
Nurses



Thank you, Nurses!

We are grateful for your hard work, dedication, and the extra care and compassion you bring to your patients.

Merry Nelson
Nurses

HO'IKE HONORS LUM HO

Wednesday night also marked return of Cazimero



Hundreds swarm official Merrie Monarch craft fair EVENT CONTINUES THROUGH SATURDAY

BY JESSIE BARNETT
HONOLULU REPORT



Kona-Kohala CHAMBER OF COMMERCE

LIVING & DESIGN HOME EXPO

FREE! ADMISSION & PARKING

Outrigger Kona Resort & Spa
Kalelepapa Convention Center

Saturday, January 14, 2023
9 a.m. to 5 p.m.

Sunday, January 15, 2023
9 a.m. to 2 p.m.

Get inspired at Hawai'i Island's finest Home Expo!
Over 20 exhibitors under one roof | Prizes for best booths | Live DJ on Saturday

Mahalo to our Sponsors!

HONSADOR
HAWAII COMMUNITY
HPM BUILDING SUPPLY
RES
ProvisionSOLAR
West Hawaii Today

www.kona-kohala.com | 808-329-1758 | info@kona-kohala.com

2023

RETAIL RATES

75-5580 Kuakini Highway, Kailua-Kona, Hawaii 96740
808.329.9311 • westhawaii.com

About West Hawaii Today



About Hawaii Island

- There are 158,129 adults on Hawaii
 - 50% are male, and 50% are female
 - 25% are 18-34 years old, 30% are 35-54 years old and 45% are 55 years old or older
 - 23% of Hawaii's population is Asian, 33% is white, 12% is Pacific Islander, 3% is another single race and 29% has 2 or more races.
 - 48% of households are married-couple families
 - 28% of households have children 17 or younger
 - 63% of adults 25+ have some college education or higher
 - The median household income is \$62,409
 - 68% of households are owner-occupied
 - The median home value is \$350,000
-
- Hawaii received 1.8 million visitors in 2019.
 - They spent close to \$2.3 billion.
 - Hawaii visitors stay an average of 7.32 days.

Reach

| Publication | Readership | % |
|-------------|------------|-----|
| Weekly Cume | 24,861 | 42% |

About West Hawaii Today

- Daily broadsheet newspaper distributed on the west side of Hawaii's Big Island—North Kohala to Ka'u
- The award winning newspaper is the primary news source for the West Hawaii community, covering local, state, national and world news
- Published 7 days a week
- 42% of all West Hawaii adults read West Hawaii Today every week



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 Chief Revenue Officer

Sierra Hethcote
 Sales Manager

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

808.529.4700

West Hawaii Today

2023 Rates

West Hawaii Today

Retail Rates

Retail Column Inch Rates

| Investment Level | Daily | Saturday | Color Rate per inch |
|------------------|-------|----------|---------------------|
| Open | \$39 | \$43 | \$17 |
| \$2,500 | \$25 | \$31 | \$14 |
| \$5,000 | \$21 | \$25 | \$14 |
| \$10,000 | \$20 | \$23 | \$14 |
| \$25,000 | \$19 | \$21 | \$13 |
| \$50,000 | \$18 | \$19 | \$11 |

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 | Saturday |
|------------------|---------|----------|
| Open | \$1,739 | \$1,835 |
| 52x | \$715 | \$798 |

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 | Saturday pci rate |
|---------------|----------------|-------------------|
| 30"-79" | \$29 | \$32 |
| 80" & over | \$24 | \$28 |

Preferred Placement

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

Church & Non-Profit Rates (501-C3 Status)

Retail per column inch: Daily \$18; Saturday \$21
Color rate: \$13 pci

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 WHT ROP ads.

Digital Replica Edition

\$2.00 charge will be added for all WHT ROP ads.

Hawaii Excise Tax

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



Premium Positions



Top Masthead Banner



Ear



Front Page Banner

Top Masthead Banners

6 columns x 2.5" banner ads strategically placed at the top of the front page.

| | Open | 52x |
|-----------------------|---------|-------|
| Front Page (Daily) | \$900 | \$500 |
| Front Page (Saturday) | \$1,200 | \$800 |

Ears

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

| | Open | 52x |
|----------------|-------|-------|
| Front Page | \$396 | \$242 |
| Other Sections | \$286 | \$176 |

Front Page Banners

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

| | Open | 52x |
|----------------|-------|-------|
| Front Page | \$770 | \$440 |
| Other Sections | \$545 | \$303 |

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 | \$13,750 |
| Saturday | \$15,950 |

Reach Non-Subscribers with Hawaii Island Midweek

Direct-mailed every week to more than 40,000 homes.

| | Open | 52x |
|---------------------------------------|---------|---------|
| Back Page (9.7"x10") | \$3,960 | \$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 |

2023 Ad Sizes/Deadlines

AD SIZES

Retail Display Column Widths (West Hawaii Today, Hawaii Island Midweek and Entertainment)

| | | |
|----------|--------|----------------------|
| 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

| | West Hawaii Today | Hawaii Island Midweek |
|-------------------|-------------------|-----------------------|
| 1/8 pg | 4.787" x 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 (West Hawaii Today)

| | | |
|-----------|--------|----------------------|
| 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 | Space & Materials requiring in-house production deadline | Camera-Ready PDF/X-1a Digital Files** | Classified Liner |
|------------------|--|---|---|---------------------------|
| Monday | Classifieds Main News | Wednesday 2pm Wednesday 2pm | Thursday 2pm Thursday 2pm | Friday 2pm - |
| Tuesday | Classifieds Main News | Thursday 2pm Thursday 2pm | Friday 2pm Friday 2pm | Monday 2pm - |
| Wednesday | Classifieds Main News Hawaii Island Midweek | Friday 2pm Friday 2pm Tuesday 12noon* | Monday 2pm Monday 2pm Wednesday 12noon* | Tuesday 2pm - - |
| Thursday | Classifieds Main News Entertainment / Onolicious | Monday 2pm Monday 2pm Monday 2pm | Tuesday 2pm Tuesday 2pm Tuesday 2pm | Wednesday 2pm - - |
| Friday | Classifieds, Real Estate Main News | Tuesday 2pm Tuesday 2pm | Wednesday 2pm Wednesday 2pm | Thursday 2pm - |
| Saturday | Classifieds Main News Open House TV Guide | Wednesday 2pm Wednesday 2pm Wednesday 2pm Tuesday 2pm* | Thursday 2pm Thursday 2pm Thursday 2pm Friday 5pm* | Friday 2pm - - - |
| Sunday | Classifieds Main News | Wednesday 2pm Wednesday 2pm | Thursday 2pm Thursday 2pm | Friday 2pm - |

*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.

2023 Preprint Distribution

West Hawaii Today

West Hawaii Today Distribution

| Daily Full Run | Tuesday | Saturday |
|------------------------|--------------|--------------|
| Total Home Delivery | 3,133 | 3,728 |
| Total Single Copy | 1,030 | 1,291 |
| TOTAL: Full Run | 4,163 | 5,019 |

West Hawaii Today includes 2% spoilage plus 5% fluctuations for street sales.

West Hawaii Today Preprint Insert Pricing

CPM

| | | OPEN | | 13X | | 52X | |
|---------------|----------|---------|----------|---------|----------|---------|----------|
| Standard | Tab | Tuesday | Saturday | Tuesday | Saturday | Tuesday | Saturday |
| 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 | \$309 | \$314 |

Circulation

| | Daily | Saturday |
|--------------------|--------------|--------------|
| 96704 Captain Cook | 366 | 471 |
| 96719 Hawi | 16 | 32 |
| 96720 Hilo | 22 | 24 |
| 96725 Holualoa | 180 | 219 |
| 96726 Honouanuu | 21 | 25 |
| 96727 Honokaa | 36 | 50 |
| 96737 Ocean View | 85 | 110 |
| 96738 Waikoloa | 42 | 61 |
| 96740 Kailua Kona | 2,557 | 3,041 |
| 96745 Kailua Kona | 8 | 12 |
| 96743 Waimea | 371 | 465 |
| 96750 Kealahou | 327 | 336 |
| 96755 Kapaau | 24 | 30 |
| 96772 Naalehu | 26 | 37 |
| Other Zip Codes | 82 | 106 |
| TOTAL | 4,163 | 5,019 |



Reach additional homes when combined with Hawaii Island Midweek



Hawaii Island Midweek Preprint Insert Pricing CPM

| Standard | Tab | Open | 52X |
|----------|----------|-------|-------|
| 2 pages | 4 pages | \$120 | \$102 |
| 4 pages | 8 pages | \$136 | \$120 |
| 6 pages | 12 pages | \$154 | \$136 |
| 8 pages | 16 pages | \$171 | \$153 |
| 10 pages | 20 pages | \$187 | \$171 |
| 12 pages | 24 pages | \$205 | \$187 |
| 14 pages | 28 pages | \$221 | \$205 |
| 16 pages | 32 pages | \$239 | \$221 |

| Zip Code | Area | Quantity |
|--------------|---------------|---------------|
| 96704 | Captain Cook | 32 |
| 96710 | Hakalau | 3 |
| 96719 | Hawi | 539 |
| 96720 | Hilo | 13,557 |
| 96725 | Holualoa | 15 |
| 96727 | Honokaa | 10 |
| 96728 | Honomu | 4 |
| 96737 | Oceanview | 6 |
| 96738 | Waikoloa | 3,050 |
| 96740 | Kailua-Kona | 9,535 |
| 96743 | Waimea | 5,219 |
| 96749 | Keaau | 4,689 |
| 96750 | Kealahou | 2,032 |
| 96755 | Kapaau | 6 |
| 96760 | Kurtistown | 7 |
| 96771 | Mountain View | 1,107 |
| 96772 | Naalehu | 8 |
| 96774 | Ookala | 1 |
| 96776 | Paauiilo | 4 |
| 96777 | Pahala | 2 |
| 96778 | Pahoa | 1,872 |
| 96781 | Papaikou | 8 |
| 96783 | Pepeekeo | 6 |
| 96785 | Volcano | 4 |
| TOTAL | | 41,716 |

Hawaii Island Midweek distribution includes 2% spoilage.

2023 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
Office: 808.690.8843
Mobile: 808.306.3980
rgarcia@staradvertiser.com

David Tao
Packaging &
Assembly Manager
Office: 808.690.8832
Mobile: 808.342.9004
dtao@staradvertiser.com

FSI Specifications:

West Hawaii Today 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.

2023 Policies

RATE AND CREDIT

All advertising shall be prepaid unless credit accommodations have been established beforehand with West Hawaii Today 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 West Hawaii Today 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.

West Hawaii Today 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 West Hawaii Today and Hawaii Island Midweek. Ask your Account Executive for details.

COMMERCIAL PRINTING

West Hawaii Today 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 West Hawaii Today and Hawaii Island 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.

West Hawaii Today 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

WEBSITES: STARADVERTISER.COM • HAWAII TRIBUNE-HERALD.COM
THEGARDENISLAND.COM • WESTHAWAII TODAY.COM • MIDWEEK.COM • HAWAII.COM

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

REVISED APRIL 12, 2023