

DIGITAL RATES²⁰²²

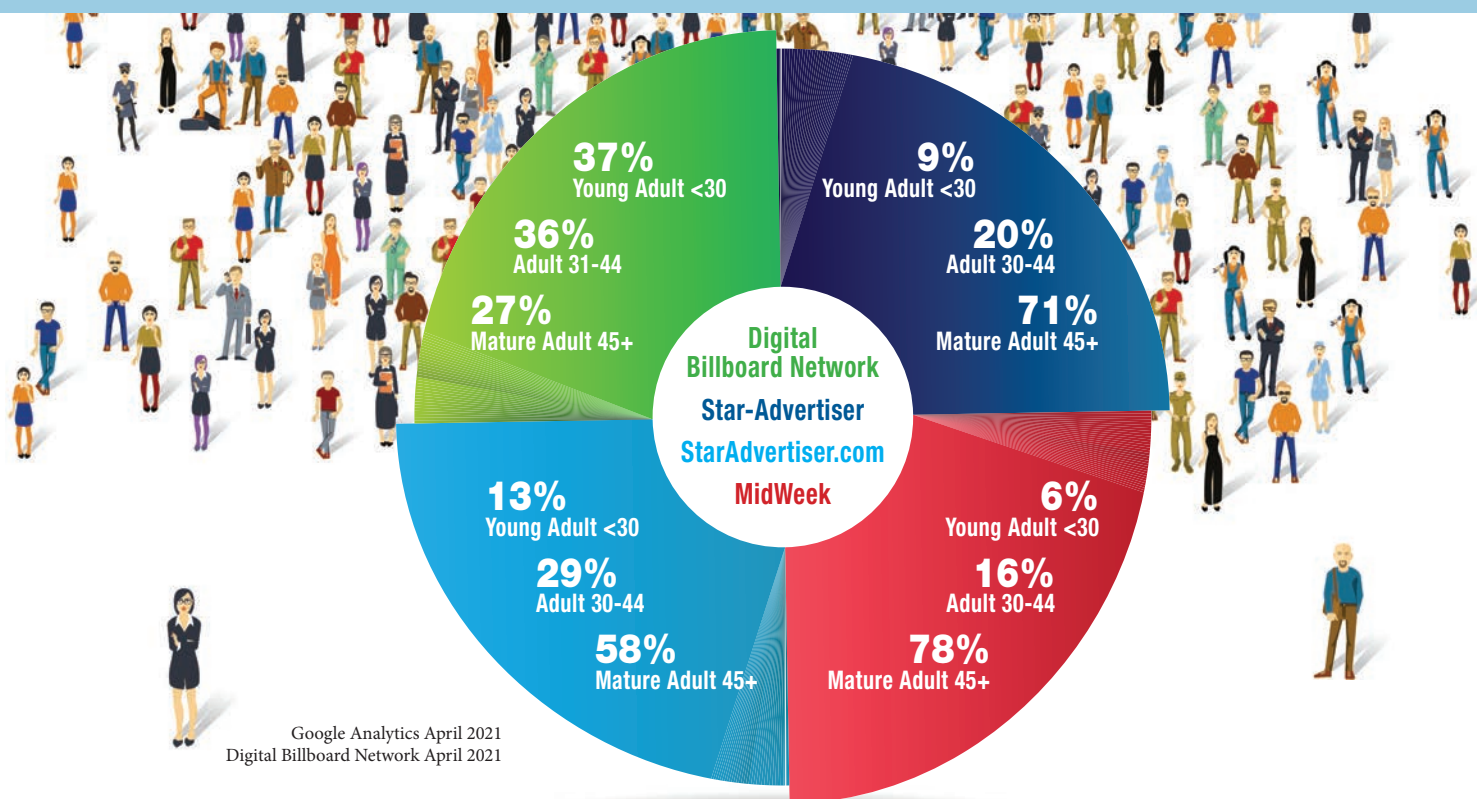


STAR  MEDIA

500 Ala Moana Blvd Suite 7-500 | Honolulu | Hawaii 96813
808.529.4700 | staradvertiser.com

EFFECTIVE
JANUARY 1
2022

AUDIENCE / OAHU PUBLICATIONS



1,796,695

WEEKLY ADULT IMPRESSIONS

Digital Billboard Network

750,728 Weekly Views
277,769 Young Adults
270,262 Adults
202,696 Mature Adults

StarAdvertiser.com

390,201 Weekly Unique Visitors
50,726 Young Adults
113,158 Adults
226,317 Mature Adults

Star-Advertiser

400,032 Weekly Readers
38,156 Young Adults
78,361 Adults
283,514 Mature Adults

MidWeek

255,734 Weekly Readers
15,344 Young Adults
39,933 Adults
200,458 Mature Adults

STAR MEDIA WEBSITES

staradvertiser.com
thegardenisland.com
hawaiiitribune-herald.com
westhawaiiitoday.com
hawaii.com
dining.staradvertiser.com
hawaiiinnovation.staradvertiser.com
hawaiwarriorworld.com
hawaiiprepworld.com
honolulustreetpulse.com
101thingstodo.com

midweek.com
midweekkauai.com
hawaiiislandmidweek.com
gokailuamagazine.com
gokapoleimagazine.com
hiluxury.com
jobs.staradvertiser.com
hawaiicars.com
hawaiiislandhomes.com
digitalbillboardnetwork.com

ONLINE RATES

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

POSITION	RATES
SLIDING BILLBOARD • Desktop: 982x30 expands to 982x300 • Mobile: 300x50 expands to 300x250	\$75 cpm
RIGHT EAR PREMIUM MASTHEAD TILE • Desktop/Mobile: 300x100	\$35K / MO
LEFT EAR PREMIUM MASTHEAD TILE • Desktop Only: 300x100	\$20K / MO
PREMIUM BREAKING NEWS SMART BANNER • Desktop: 728x90 • Mobile: 640x100 • 100% share of voice	\$30K / MO \$8k / mo for 25% S.O.V.
SLIDE-OUT MENU TILE • Desktop/Mobile: 300x100	\$1,500 / MO
SLIDE-OUT MENU BOX • Desktop/Mobile: 300x250	\$1,500 / MO
TOP/SUPER LEADERBOARD • Desktop/Tablet: 728x90 / 970x90 • Cross-platform excludes mobile	\$25 CPM
HOMEPAGE TOP BOX • Desktop/Mobile: 300x250	\$25 CPM
MOST READ SPONSORSHIP TILE / TICKER • Desktop/Mobile: 300x100 • Homepage presence for 1 week	\$2,500 / WK
SMART BANNER • Desktop: 728x90 / 970x90 • Mobile: 640x100	\$20 CPM
BOX 1, 2, 3, 4* • Desktop/Mobile: 300x250 • *Box 4: homepage only	\$20 CPM
NATIVE AD SINGLE • Dedicated post, front page presence 5 days	\$5K / 5 DAYS
NATIVE AD 4 BOXES • Dedicated post, front page presence 5 days, rotates in 1 of 4 spots with other advertisers	\$2,500 / 5 DAYS
INTERSTITIAL • Desktop: 550x400 • Mobile: 300x250	\$5K / DAY
APP SPLASH AD • Mobile 768x1024 / 640x960 • 25% Share of Voice • Loads once per day prior to app load	\$5K / MO
APP SWIPE • Mobile 768x1024 / 640x960 • Loads between stories as users swipe through	\$25 CPM
APP STICKY FOOTER • Mobile 320x50 • 25% Share of Voice	\$2,500 / MO
APP BOX • Mobile 300x250	\$25 CPM

Additional \$2 CPM for each layer of targeting (ex: geo, unique visitor, section). Creative file guidelines: 40k maximum file size, 3 frames maximum, JPG, GIF, and HTML5 (with absolute URLs) accepted. Rich Media creatives start at \$35 CPM.

- CPM = Cost per 1,000 impressions

- Impressions = Counted each time an ad is displayed on the site.

- SOV = Share Of Voice. Sold as a percent of the total impressions available for that position

Visit our complete and
interactive digital rates lists

OahuPublications.com/onlinerates
OahuPublications.com/onlinerates/mobile
OahuPublications.com/onlinerates/app

NEIGHBOR ISLANDS ONLINE

	PAGES VIEWED (PER MONTH)	UNIQUE USERS (PER MONTH)	MOBILE TABLET	LIKE US ON FACEBOOK
thegardenisland.com	2,395,742	277,139	59%	33,677
hawaiiitribune-herald.com	1,768,445	268,599	54%	16,413
westhawaiiitoday.com	1,690,532	315,915	52%	37,349

Google Analytics April 2021

ONLINE POSITIONS

A LEADERBOARD

728x90
\$25 cpm

B SLIDING BILLBOARD

970x400 closes to 970x30
\$75 cpm

C BOX

300x250
\$25 cpm

D SMALL BANNER - 100% SOV

300x100
\$2,000/mo.

E TILE

145x145
\$450/month (open rate)
\$250/month (12x contract)

F EXCLUSIVE NATIVE AD

Dedicated Post Front Page Presence
\$1,500 (5 days, M-F)

- **HOMEPAGE ROADBLOCK - 100% SOV**
728x90, 300x250
\$4,000/24 hours

- **INTERSTITIAL AD - 100% SOV**
\$3,000/1x/user/24 hours

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EMAIL MARKETING

DAILY HEADLINES E-NEWSLETTER

- SMALL BANNER #1 300X100 **\$1,000/mo**
- SMALL BANNER #2 300X100 **\$750/mo**
- SMALL BANNER #3-4 300X100 **\$500/mo**

Subscribers: TGI - 9,693, HTH - 7,571, WHT - 15,442

BREAKING NEWS E-NEWSLETTER

- SMALL BANNER 300X100 **\$1,000/mo**
- BOX 300X250 **\$750/mo**

Subscribers: TGI - 7,171, HTH - 10,567, WHT - 18,205

SPECIAL OFFERS EXCLUSIVE E-BLAST

\$1,500 /email

Subscribers: TGI - 2,822, HTH - 2,690, WHT - 10,353

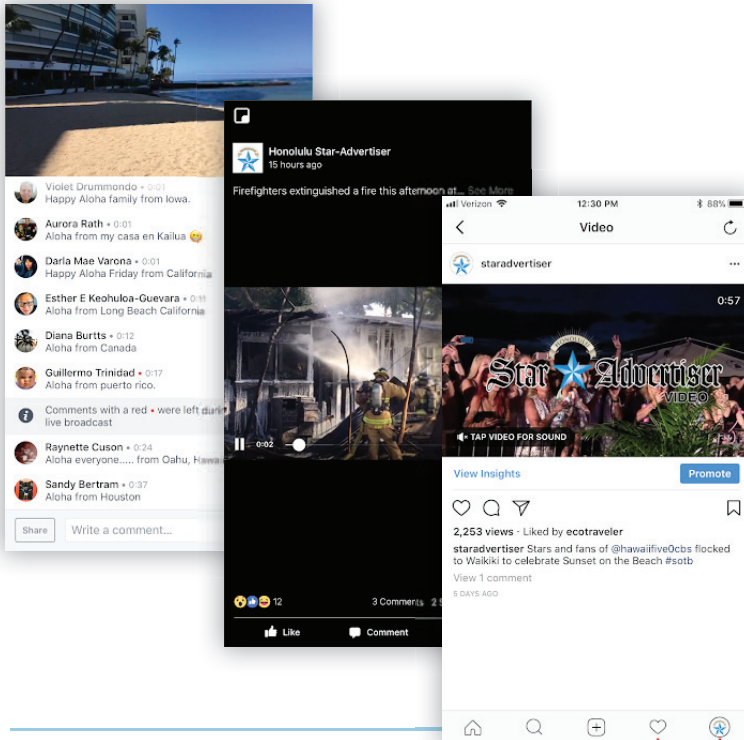
EMAIL BLASTS / SOCIAL MEDIA / VIDEOS



EXCLUSIVE EMAIL BLASTS

Send custom targeted messages to specific audience segments.

- Star-Advertiser Offers
- Hot Deals Offers
- Dining Out Offers
- MidWeek Offers
- Targeted Email Blasts - subscriber totals based on selected demographic criteria



SOCIAL MEDIA POSTS & VIDEO

Leverage OPI's social media platforms to add credibility and expand your reach.

@staradvertiser (Facebook/Instagram)
@diningouthawaii (Facebook)
@diningout_hawaii (Instagram)
@cravehi (Facebook)
@crave_hi (Instagram)
@midweekhawaii (Facebook/Instagram)
@honolulustreetpulse (Facebook)
@streetpulse (Instagram)

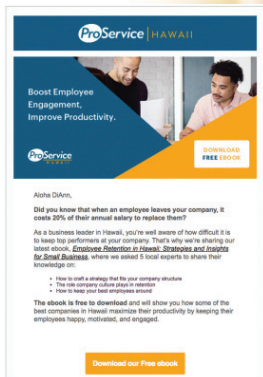
IN-CONTENT VIDEOS

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



PROGRAMMATIC BUYING



NATIVE ADVERTISING

Native ads are paid advertising disguised as organic content. It is a way to present your message in a format more likely to be consumed by your target audience. By matching the form of editorial content, the consumer is more likely to view and read your message.



TARGETED EMAIL BLASTS

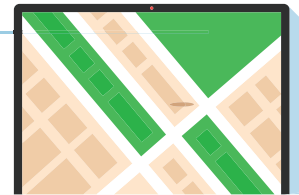
Email database built on information obtained through opt-in online surveys, e-subscriptions, e-registrations, and our extensive network of permission-based websites.

- Scrubbed monthly to ensure quality and deliverability.
- Over 140 million consumer and business emails, time stamped with URLs to verify recipients consent.
- Securely deliver your message to specific consumers using hundreds of targeting options.
- Reach national, regional and/ or local audiences at cost effective rates.

GEO-FENCING

Reach your audience through apps and browsers they already use with your advertising messages.

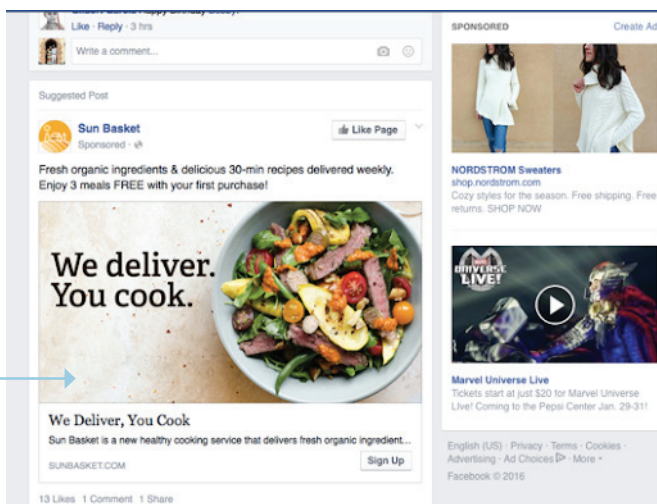
- Precise real-time user location data.
- Retarget customers who visit or commute through any geo-fenced location.
- Granular Localization via Custom Shapes & Sizes



FACEBOOK ADVERTISING

Take advantage of Facebook's extremely diverse userbase to find your exact demographic. We will create and build the newsfeed ad to draw in the customers you desire.

- **Right Hand Rail & Newsfeed:**
Retarget users based on their past online browsing history.
- **Demand fulfillment:**
Nudge shoppers to complete a purchase they have already showed interest in.



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

DIGITAL BILLBOARD NETWORK

DIGITAL BILLBOARD NETWORK



INNOVATIVE TECHNOLOGY

Site View is a sophisticated solution that plays videos (advertiser, newspaper and retailer content). As the video content is playing, the computer captures demographic data related to the viewers, such as age and gender.



DEMOGRAPHIC DETECTION

Using our proprietary dynamic face tracking technology we can see who is in the store and viewing your message so your marketing can be strategically targeted to those demographics.

MONTHLY REPORTS

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



ADVERTISING FREQUENCY

Take advantage of massive ad frequency. Each network only has 15 advertisers which means your video would play once every 8 minutes.

NUMEROUS RETAILER NETWORKS

Enjoy the benefits of high retailer traffic & audience as well as attractive geographic locations.



AND MANY MORE!

STAR MEDIA

CONTACT US

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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

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