

A PUBLICATION OF MidWeek AN EDITION OF StarAdvertiser

# VOICE

• OAHU'S COMMUNITY NEWS •

# ADVERTISING RATES

FOR THE WEEK OF DECEMBER 4, 2023

## VOICE

LEeward O'AHU COMMUNITY NEWS

FOR THE WEEK OF DECEMBER 4, 2023

BY KYLE GALBRAITH

### Biz Zooms In On Stellar Service

**A** Hawaii's largest camera rental and repair company, Pro Camera Hawaii's, has a large professional photographer and accessories store their skills in the main land.

Pro Camera Hawaii's opened nine years ago and recently relocated to Pearl City Shopping Center 610-610 Kamehameha Hwy, Pearl City, HI 96767. According to owner Anthony Zappa, the local company has experienced consistent growth throughout the years.

"Our local business events consist of business or corporate, business or business and business or government, including, but not limited to, military, colleges, high school, elementary school, public and recreation and other non-profit and social agencies," Zappa says. "Over the years, we have earned the trust of a large following, both in the local and visitor markets. We also have a large camera and lens rental division and an excellent on-site service such as a camera repair lab and education program."

Pro Camera Hawaii's provides top-notch service and expertise as well as value to the community.

**PEARL HIGHLANDS CENTER**

Earn up to \$2000 for local schools when you shop & dine at Pearl Highlands Center!

December 1 - January 31

FOR THE WEEK OF DECEMBER 4, 2023

## VOICE

WINDWARD O'AHU COMMUNITY NEWS

FOR THE WEEK OF DECEMBER 4, 2023

BY KYLE GALBRAITH

### Rainbow Bonsai Club Plans Big Show

**T**he Rainbow Bonsai Club of Hawaii is planning a large show and sale of bonsai trees and accessories at the Pearl City Shopping Center on Dec. 10.

The show will feature a wide variety of bonsai trees, including pine, maple, and juniper, as well as a variety of bonsai accessories, including pots, tools, and books. The show is open to the public and is free of charge.

The club is also planning a variety of other activities, including a bonsai workshop and a bonsai tour. The show is a great opportunity for anyone interested in bonsai to learn more about the hobby and to see some of the club's most impressive trees.

For more information, contact the club at (808) 261-1234.

HELP BRING JOY TO HAWAIIAN FAMILIES IN NEED

Exhibition 'Grows' Interest In Trees

FOR THE WEEK OF DECEMBER 4, 2023

## VOICE

HONOLULU COMMUNITY NEWS

FOR THE WEEK OF DECEMBER 4, 2023

BY KAREN WRIGHT

### Make It A Merry Mu'umu'u Christmas

**I**n Hawaii, it's like other and Christmas get together like Shaka Tama and The Shaka (aka Shaka to be wearing shaka arms) and the library is in the spirit of giving by putting into the spirit with its Mu'umu'u Christmas event on Dec. 10.

The event is a fundraiser for the library and is open to the public. The event will feature a variety of activities, including a mu'umu'u fashion show, a mu'umu'u contest, and a mu'umu'u auction. The event is a great opportunity for anyone interested in mu'umu'u to show off their skills and to support the library.

For more information, contact the library at (808) 535-1234.

**TILE WAREHOUSE, INC.**

QUARTZ BLAND, NATURAL STONE ISLAND, PORCELAIN SLAB, PORCELAIN AND CERAMIC TILE, GLASS TILE, NATURAL STONE TILE, LANTERNE MATERIALS, AND MORE

HONOLULU: 2002 Kamehameha Street, Honolulu, HI 96813 (808) 535-1234 Fax: (808) 535-1234

KAILUA-KONA: 73-4075 Hualalai Street, Kailua-Kona, HI 96740 (808) 328-1234 Fax: (808) 328-1234

FOR THE WEEK OF DECEMBER 4, 2023

## VOICE

WEST O'AHU COMMUNITY NEWS

FOR THE WEEK OF DECEMBER 4, 2023

BY KYLE GALBRAITH

### Slimy Activity Empowers Keiki

**L**ittle kids can have fun and learn at the same time with the Slimy Activity at the Keiki Center on Dec. 10.

The activity is a hands-on learning experience for children of all ages. It involves creating and observing the growth of slime, which is a fun and educational activity. The activity is led by a professional scientist and is designed to be both fun and informative.

For more information, contact the center at (808) 261-1234.

Wahiawa Resident Pays New Book

# REACH YOUR TARGETED COMMUNITY

## WEST OAHU VOICE - 50,394 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96797	WAIPAHU (INCLUDES WAIPIO & WAIKELE)	18,782	18,331
96706	EWA BEACH	19,748	18,271
96707	KAPOLEI	13,408	13,792

Additional distribution to Pearl Harbor Joint Base Hickam-MWR, Pearl Harbor Navy Exchange-MWR and Barbers Point-MWR

## WINDWARD OAHU VOICE - 30,924 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96734	KAILUA	15,801	14,748
96744	KANEOHE	16,214	16,176

Additional distribution to Kaneohe Marine Corps Base-MWR/Food Court/Inn by the Bay and Bellows Air Force Base-Turtle Cove MWR

## HONOLULU VOICE - 38,158 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96813	PUNCHBOWL / DOWNTOWN / KAKAAKO	10,628	8,444
96814	ALA MOANA	10,611	5,952
96822	MAKIKI	18,280	14,632
96826	MOILIILI	14,718	9,130

## EAST OAHU VOICE - 30,926 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96816	KAIMUKI/WAIALAE	17,225	15,574
96821	AINA HAINA/NIU VALLEY	6,523	5,972
96825	HAWAII KAI/QUEEN'S GATE	10,254	9,379

Additional distribution to Kaneohe Marine Corps Base-MWR/Food Court/Inn by the Bay and Bellows Air Force Base-Turtle Cove MWR

## CENTRAL OAHU VOICE - 25,784 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96789	MILILANI	17,669	17,022
96786, 96712/96791	WAHIAWA, HALEIWA/WAIALUA	17,536	8,762

Additional distribution to Pearl Harbor Joint Base Hickam-MWR, Pearl Harbor Navy Exchange-MWR, Schofield-MWR and Barbers Point-MWR

## LEEWARD OAHU VOICE - 22,063 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96701	AIEA	13,276	11,335
96782	PEARL CITY	11,435	10,728

Additional distribution to Pearl Harbor Joint Base Hickam-MWR and Pearl Harbor Navy Exchange-MWR

## 2024 PUBLICATION DATES

**JANUARY** 3, 10, 17, 24, 31  
**FEBRUARY** 7, 14, 21, 28  
**MARCH** 6, 13, 20, 27  
**APRIL** 3, 10, 17, 24  
**MAY** 1, 8, 15, 22, 29  
**JUNE** 5, 12, 19, 26  
**JULY** 3, 10, 17, 24, 31  
**AUGUST** 7, 14, 21, 28  
**SEPTEMBER** 4, 11, 18, 25  
**OCTOBER** 2, 9, 16, 23, 30  
**NOVEMBER** 6, 13, 20, 27  
**DECEMBER** 4, 11, 18, 25

## WEEKLY DEADLINES

**SPACE:** TUESDAY, 3 PM  
**CAMERA READY:** THURSDAY, 10 AM

## 2024 PUBLICATION DATES

**JANUARY** 3, 17  
**FEBRUARY** 7, 21  
**MARCH** 6, 20  
**APRIL** 3, 17  
**MAY** 1, 15  
**JUNE** 5, 19  
**JULY** 3, 17  
**AUGUST** 7, 21  
**SEPTEMBER** 4, 18  
**OCTOBER** 2, 16  
**NOVEMBER** 6, 20  
**DECEMBER** 4, 18

## WEEKLY DEADLINES

**SPACE:** TUESDAY, 3 PM  
**CAMERA READY:** THURSDAY, 10 AM

# VOICE 2024 ADVERTISING RATES

## WEST O'AHU WINDWARD O'AHU



### Retail Rates (Min. Size 4") All rates per column inch

Open	13x	26x	52x	Pick Up	Full Color
\$30	\$23	\$20	\$18	\$12	Add \$21

DIGITAL BILLBOARD NETWORK ADD-ON AVAILABLE. SEE BACK.

## HONOLULU EAST OAHU CENTRAL OAHU LEEWARD OAHU



### Retail Rates (Min. Size 4") All rates per column inch

Open	12x	24x	Pickup	Full Color
\$30	\$23	\$20	\$12	Add \$21

DIGITAL BILLBOARD NETWORK ADD-ON AVAILABLE. SEE BACK.

# PREMIUM POSITIONS

## WEST OAHU WINDWARD OAHU

## HONOLULU EAST OAHU CENTRAL OAHU LEEWARD OAHU

### 4-Page Wrap

6 columns x 10 inches (9.7" x 510") Full Color Cover  
+ 13 columns x 10 inches (20" x 10") 2 pages Advertorial  
+ 6 columns x 10 inches (9.7" x 10") Full Color Advertisement



Open  
\$3,500/wk

1x  
\$3,500/wk

### Cover Story

Full Color Cover  
+ 6 columns x 10 inches (9.7" x 10") Advertorial



Open  
\$1,800/wk

1x  
\$1,800/wk

### Advertorial (Advertisement + Story)

6 columns x 5 inches (9.7" x 5") Full Color Advertisement  
+ 6 columns x 5 inches (9.7" x 5") Story  
OR  
3 columns x 10 inches (4.787" x 10") Full Color Advertisement  
+ 3 columns x 10 inches (4.787" x 10") Story



Open	13x	26x	52x
\$2,000/wk	\$1,800/wk	\$1,500/wk	\$1,000/wk

Open	2x
\$2,000/wk	\$1,500/wk

3 columns x 5 inches (4.787" x 5") Full Color Advertisement  
+ 3 columns x 5 inches (4.787" x 5") Story



Open	13x	26x	52x
\$1,500/wk	\$1,000/wk	\$750/wk	\$500/wk

Open	2x
\$1,500/wk	\$1,000/wk

### Front Page Ear

2.25 inches x 2.25 inches Full Color Advertisement



Open	13x	26x	52x
\$325/wk	\$275/wk	\$250/wk	\$200/wk

Open	2x
\$325/wk	\$250/wk

### Front Page Banner

6 columns x 2 inches (9.7" x 2") Full Color Advertisement



Open	13x	26x	52x
\$500/wk	\$450/wk	\$400/wk	\$340/wk

Open	2x
\$500/wk	\$400/wk

### Back Page

6 columns x 10 inches (9.7" x 10") Full Color Advertisement



Open	13x	26x	52x
\$3,850/wk	\$3,400/wk	\$3,050/wk	\$2,750/wk

Open	2x
\$3,850/wk	\$3,050/wk

### Centerspread

13 columns x 10 inches (20" x 10") Full Color Advertisement



Open	13x	26x	52x
\$6,825/wk	\$6,280/wk	\$5,725/wk	\$5,200/wk

Open	2x
\$6,825/wk	\$5,725/wk



# DIGITAL BILLBOARD NETWORK



- Digital out-of-home advertising placed in high-traffic retail areas people already frequent
- Connect with consumers through multiple touchpoints as they go about their daily lives
- Ability to change your message/creative weekly or monthly

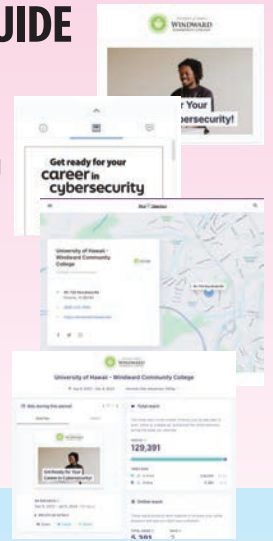
Network	Screens	Add-on Rate
Central Oahu	16	\$250
East Oahu	19	\$300
Leeward Oahu	15	\$240
Waikiki	8	\$125
West Oahu	33	\$525
Windward Oahu	30	\$480
Honolulu - West	23	\$356
Honolulu - East	36	\$575

\*Retail networks may require approval.

## LOCAL BUSINESS GUIDE

Expand your reach to more of the local community, automatically!

- Interactive Digital Display Ad featuring your print ad, rotating through our site.
- Business Profile hosted on our site, leveraging our SEO to help promote your business and increase your search ranking. Editable to feature weekly specials and more!
- Review your investment with campaign performance reports.



## MECHANICAL SPECS

### Retail Display Column Widths (BROADSHEET & TABLOID)

1 column	1.513"	4 column	6.425"
2 column	3.150"	5 column	8.062"
3 column	4.787"	6 column	9.7"

### Retail Display Sizes (TABLOID)

1/8 pg	4.787" × 2.5"
1/4 pg	4.787" × 5"
1/2 pg	9.7" × 5" or 4.787" × 10"
full pg	9.7" × 10"
front pg banner	9.7" × 2"
double truck	20" × 10"

### Electronic Delivery

FTP: [ftp3-new.staradvertiser.com](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.

### 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 results.



For more information, please contact your Account Executive at  
**(808) 529-4700**



Brian Kumura  
808-342-8775  
[bkumura@staradvertiser.com](mailto:bkumura@staradvertiser.com)  
**Honolulu & Leeward Oahu**



Rachel Yasunaga  
808-745-6331  
[ryasunaga@staradvertiser.com](mailto:ryasunaga@staradvertiser.com)  
**Honolulu**



Blaine Higa  
808-529-4727  
[bhiga@staradvertiser.com](mailto:bhiga@staradvertiser.com)  
**West Oahu & Central Oahu**



Jessica Pak  
808-745-5562  
[jpak@staradvertiser.com](mailto:jpak@staradvertiser.com)  
**Honolulu**



Ken Harmon  
808-294-4706  
[kharmon@staradvertiser.com](mailto:kharmon@staradvertiser.com)  
**Leeward Oahu & Central Oahu**



Kellie Nakahara  
808-529-4364  
[knakahara@staradvertiser.com](mailto:knakahara@staradvertiser.com)  
**Windward Oahu**



Elizabeth Vanderford  
808-342-8522  
[evanderford@staradvertiser.com](mailto:evanderford@staradvertiser.com)  
**Honolulu & East Oahu**



Ci-Ci Lau  
808-630-4134  
[clau@staradvertiser.com](mailto:clau@staradvertiser.com)  
**West Oahu**



Nick Riopelle  
808-342-8790  
[nriopelle@staradvertiser.com](mailto:nriopelle@staradvertiser.com)  
**Windward Oahu**