

Oahu Menu Guide

Oahu's Premier
Restaurant Menu Guide

SPOTLIGHTING OAHU'S CULINARY SCENE

Filled with menus grouped by neighborhoods, **OAHU MENU GUIDE** magazine will be the one-stop source for diners to decide "where to eat."

Featuring 2-page menu spreads and a QR code that points to your website, online menu, etc.

CIRCULATION

40,000 copies
printed quarterly

DISTRIBUTION

- Honolulu International Airport
- Hotel Concierges
- Waikiki

Additional locations across Oahu.



PUBLICATION & CLOSING DATES:

Spring: March, April, May 2024

SPACE: January 5, 2024

CAMERA-READY: January 12, 2024

Summer: June, July, August 2024

SPACE: April 5, 2024

CAMERA-READY: April 12, 2024

Fall: September, October, November 2024

SPACE: July 5, 2024

CAMERA-READY: July 12, 2024

Winter: December 2024, January, February 2025

SPACE: October 7, 2024

CAMERA-READY: October 14, 2024

Tentative and subject to change.

To advertise: **Darin Nakakura**
dnakakura@staradvertiser.com | 808-529-4726

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ADVERTISING RATES

QUARTERLY

2-Page Spread	4x	\$1,200 per issue
2-Page Spread	3x	\$1,350 per issue
2-Page Spread	2x	\$1,500 per issue
2-Page Spread	1x	\$1,750 per issue

PREMIUM POSITIONS

Minimum 4x commitment.

Inside Front Cover & Page 1	\$2,500 per issue
Back Cover	\$1,750 per issue
Pages 2 & 3	\$1,800 per issue
Pages 4 & 5	\$1,800 per issue
Pages 6 & 7	\$1,800 per issue
Pages 8 & 9	\$1,800 per issue
Pages 10 & 11	\$1,800 per issue
Pages 12 & 13	\$1,800 per issue
Pages 14 & 15	\$1,800 per issue
Pages 16 & 17	\$1,800 per issue
Pages 18 & 19	\$1,800 per issue
First Spread in the Neighborhood	\$1,400 per issue
Opposite Welcome	\$1,000 per issue
Right Hand Page Opposite Neighborhood	\$1,000 per issue

Positions other than premium positions listed above are not guaranteed. A premium rate is required for guaranteed positions.

ADDITIONAL CHARGES

Contact your Account Executive for additional design/production rates if these services are required.

FILE DELIVERY

FTP Site: <http://ftp7.staradvertiser.com>

Login: **sales**

Password: **leg42branch**

Click "Upload" and drag file into dialog box.

Notify your Account Executive via email.

CAMERA-READY: PRODUCTION SPECS - ADS

TRIM SIZE: 5.25" X 8"

SAFETY: All live matter must be at least 0.25" from trim on all sides.

BINDING: Perfect bound, 8" side
Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

Trim Size: 5.25"w x 8"h

Full Page with bleed: 5.5"w x 8.25"h

Build to trim size (5.25"w x 8"h) and extend the bleed .125" beyond trim on all sides.

Full Page no bleed: 4.75"w x 7.5"h

2-Page Spread trim size: 10.5"w x 8"h

2-Page Spread with bleed: 10.75"w x 8.25"h

Build to trim size (10.5"w x 8"h) and extend the bleed .125" beyond trim on all sides.

PRODUCTION SPECS - MENU

2-PAGE MENU LIVE AREA: 9.6"w x 7"h

1-PAGE MENU LIVE AREA: 4"w x 7"h

Bleed is not an option on the menu pages. Menus not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

DIGITAL FILE 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.

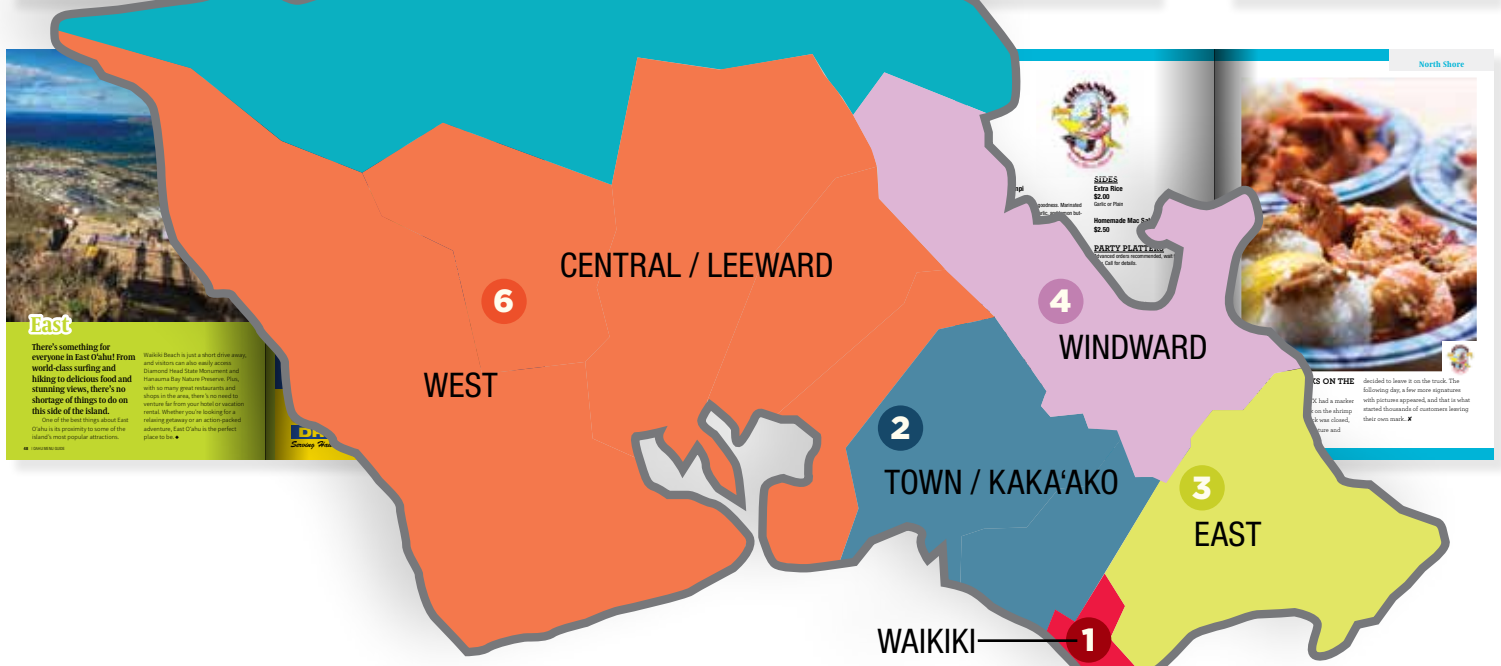
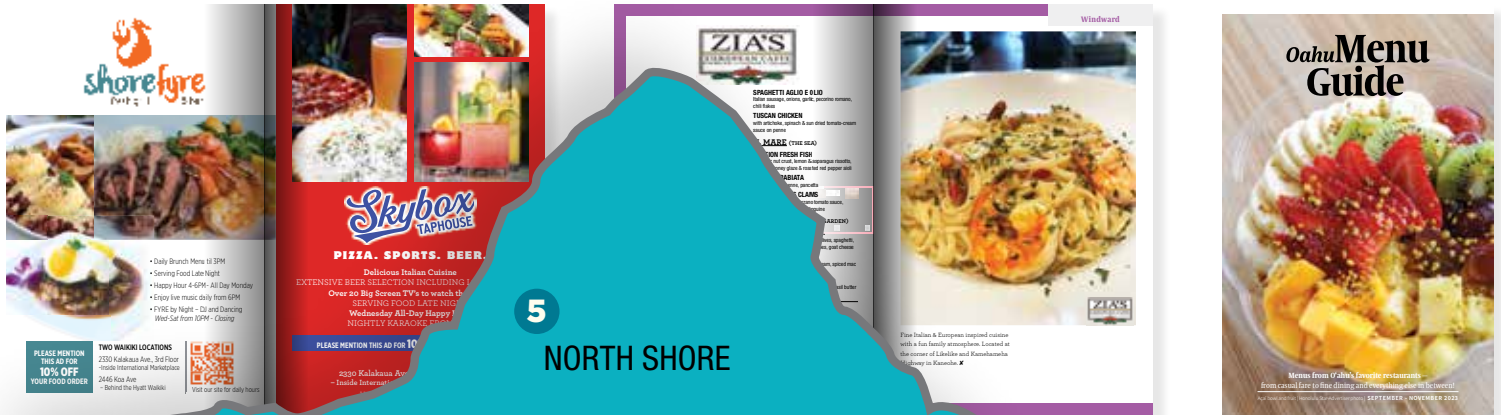
Failure to submit a SWOP or laser proof may jeopardize the final content within your ad. We will not be responsible for improperly prepared files. It is the responsibility of the advertiser to notify us of any ad changes or intent to provide a new camera-ready ad prior to the camera-ready deadline.

QR CODES WILL NOT BE ADDED TO CAMERA-READY MENUS OR ADS.

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RESTAURANT NEIGHBORHOODS



- 1 WAIKIKI**
McCully to Diamond Head
- 2 TOWN / KAKAA'KO**
Downtown, Kaka'ako, Manoa, Makiki, Ala Moana and Kalihi
- 3 EAST**
Kaimuki, Kahala, Aina Haina, Hawaii Kai
- 4 WINDWARD**
Kaneohe, Kailua, Waimanalo
- 5 NORTH SHORE**
Waialua, Haleiwa, Kahuku, Laie, Hauula, Kaaawa
- 6 WEST, CENTRAL, LEEWARD**
Ewa Beach, Kapolei, Ko Olina, Waianae, Aiea, Pearl City, Waipahu, Kunia, Mililani, Wahiawa



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ADVERTISING OPPORTUNITIES

Choose from a **2-PAGE MENU SPREAD**, **2-PAGE AD SPREAD** OR **FULL-PAGE AD**

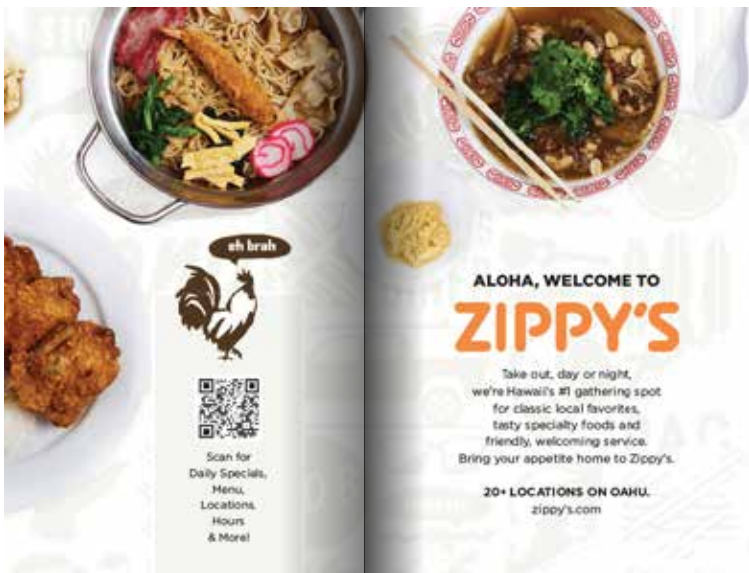


2-PAGE MENU SPREAD

A menu spread showcases your menu items.

What's on the menu spread:

- 1 Logo (placement on both pages.)
- 2 Menu items
- 3 QR code that points to restaurant website, full menu, specials, etc.
- 4 Address, contact information
- 5 Website and social contacts
- 6 Your supplied image
- 7 Description of restaurant / food

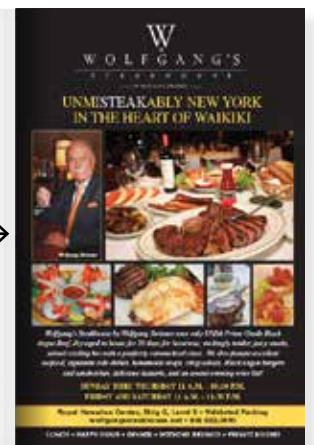


2-PAGE AD SPREAD

Choose from premium positions in the front of the book or within a neighborhood section.

FULL-PAGE AD

Positions available opposite the welcome, TOC and first right hand page opposite neighborhood intro.



To advertise: **Dylan Ball**
 dball@staradvertiser.com | 808-529-4713

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MENU ASSET MATERIAL FORM

Required assets for the 2-page spread menu pages.



1 Logo

2 Menu Items
(310 words)

3 URL for QR Code

4 Address, Phone Number

5 Website, Social Contacts

6 Image
(300 dpi)
Minimum 4.6" w x 5.75" h

7 Description of Restaurant / Food
70 words

8 Logo

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MENU LAYOUT OPTIONS

Refer to MENU ASSET MATERIAL FORM for required assets.

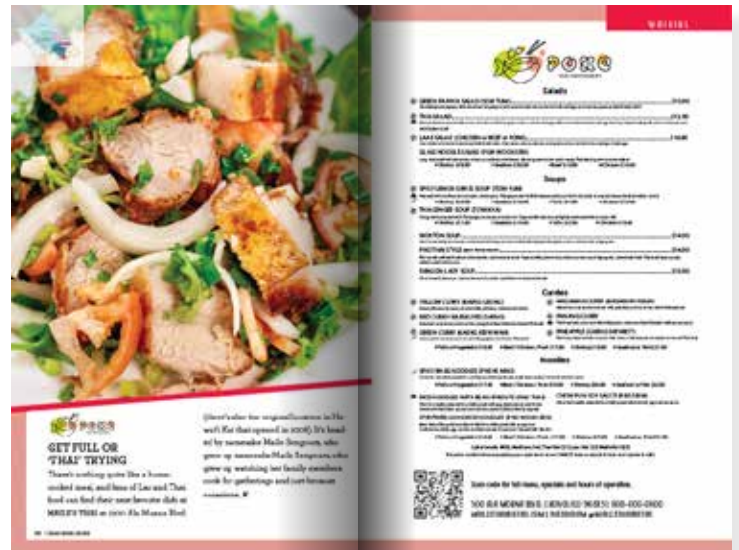
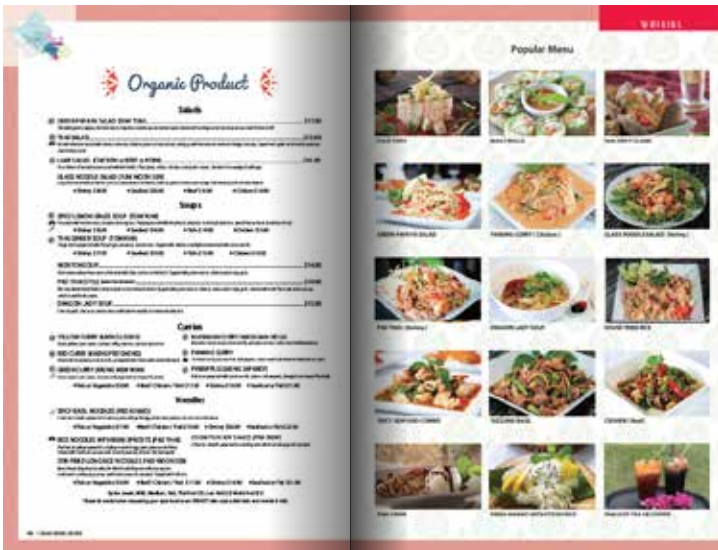


OPTION A

All assets (1-8) provided.
Menu layout produced by Oahu Menu Guide.

OPTION B

Assets (6, 7, 8) provided for (right) page 2.
Camera-ready menu submitted for (left) page 1.



OPTION C

Camera-ready menu submitted for (left) page 1 and (right) page 2.

OPTION D

Camera-ready menu submitted for (right) page 2.
Assets (6, 7, 8) provided for (left) page 1.



To advertise in OAHU MENU GUIDE:
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