



HAWAII EDITION

# USA TODAY

**MORE PUZZLES, MORE FUN! FULL PAGE IN LIFE**

**USA TODAY**  
THE NATION'S NEWS | WEDNESDAY, MARCH 17, 2022 | 1A  
MEMBERS WEEKEND \$3.00 | STARBUCKS

**Family takes turn in NCAA spotlight**  
The parents of college basketball star Zion Williamson are competing for the spotlight as the NBA season begins.

**'Inside' Dafoe's list of iconic characters 3 years after COVID lockdown began**  
The actor's list of iconic characters is a testament to his versatility and talent.

**WAR IN UKRAINE**  
**US claims video proof of Russia's drone lies**  
The Pentagon released footage that shows a Russian drone being shot down by a Ukrainian fighter jet.

**Who runs corporate America?**  
A new report reveals the names of the most powerful executives in the United States.

**Asians mark a crushing milestone with hope**  
Progress, pain 2 years after Atlanta shootings.

**DOUBLE THE PUZZLES, DOUBLE THE FUN! IN LIFE**

**USA TODAY**  
THE NATION'S NEWS | THURSDAY, FEBRUARY 23, 2022 | 1A  
HAWAII EDITION \$7.00 | STARBUCKS

**Subscription model likely to stay, experts say**  
Business analysts predict that the current subscription model for news outlets will remain dominant.

**NBA ready for wild ride as it enters stretch run**  
The league's playoff race is expected to be one of the most competitive in its history.

**'Sesame Street' designed for kids of color**  
The iconic children's show has made significant strides in diversity and inclusion.

**Virginia voters make history**  
McClellan elected state's first Black woman in Congress.

**More than 20 million take cover from coast-to-coast winter blitz**  
Heavy snow and ice storms across the Northeast and Midwest.

**GIVE YOUR BRAIN A WORKOUT WITH EXTRA PUZZLES! IN LIFE**

**USA TODAY**  
THE NATION'S NEWS | THURSDAY, MARCH 2, 2022 | 1A  
HAWAII EDITION \$2.00 | STARBUCKS

**Tax diversification can help with retirement savings**  
Financial experts offer strategies to optimize retirement portfolios.

**NFL draft prospect Carter wanted over fatal crash**  
The player's suspension is a major setback for his professional football career.

**'Mandalorian': Deeper ties and learning curves ahead**  
The hit Star Wars series continues to expand its universe.

**Head-on train collision kills scores in Greece**  
A deadly crash on a busy rail line has caused significant casualties.

**Eli Lilly cuts price of insulin up to 70%**  
The pharmaceutical giant aims to reduce the financial burden on patients.

**Secretive 'Z Division' seeks origin of COVID**  
Bioscience mission boots in aftermath of the pandemic.

**GIVE YOUR BRAIN A WORKOUT WITH EXTRA PUZZLES! IN LIFE**

**USA TODAY**  
THE NATION'S NEWS | MONDAY, FEBRUARY 27, 2022 | 1A  
HAWAII EDITION \$7.00 | STARBUCKS

**Men leaving workforce has lasting impact on economy**  
The labor market is still recovering from the effects of the pandemic.

**Only one hoops conference stands out in hiring record**  
The Big Ten's success in recruiting top talent is a key factor in its dominance.

**23rd ANNUAL SAG AWARDS**  
Catch up on the night's biggest stars and winners.

**Historic snow, rain, air rescues**  
As Southern Calif. reels, new storms are on the way.

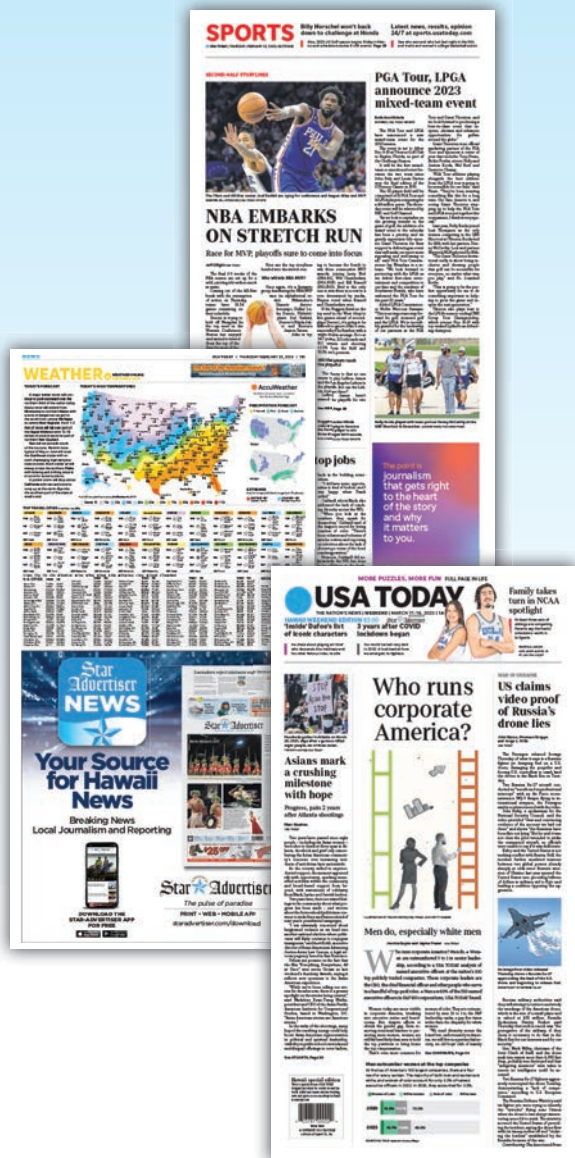
**BORN IN DISCO ERA, HIP-HOP IS NOW KING**  
50th Anniversary celebration of the genre's evolution.

2023

# RETAIL RATES

500 Ala Moana Blvd, Suite 7-500, Honolulu, Hawaii 96813  
808-529-4700 • oahupublications.com

Fixed positions are available in almost every issue of *USA Today*. Fixed positions can be purchased by buying a bundle of ads at the same position at varying levels. Ads can run on consecutive days or spread across multiple weeks. Days are available on a first come, first served basis. All non 254 ad bundle buys can be bumped by a 254 ad bundle buy.

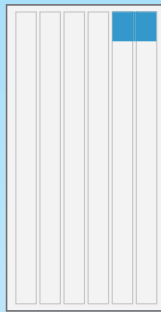


# Fixed Positions

## Main/Sports/Life/Money Front Ears

Will run in 3 different sizes.

Everyday  
2 col. x 2 in.



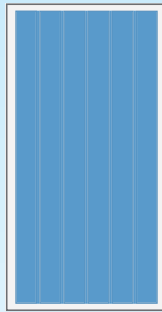
12 months/  
254 ads

Everyday  
4 col. x 1 in.



## Full Page

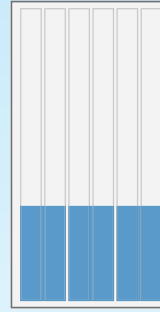
Everyday  
6 col. x 20 in.



12 months/  
254 ads

## Pg. HI-2

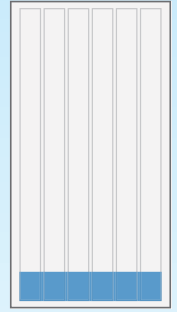
3 avail. everyday  
2 col. x 6.5 in.



12 months/  
254 ads

## Weather Page

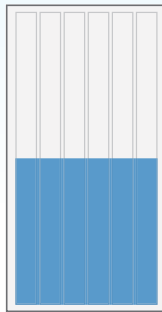
Everyday  
6 col. x 2 in.



12 months/  
254 ads

## Half Page

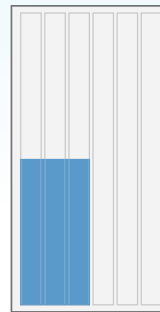
Everyday  
6 col. x 10 in.



12 months/  
254 ads

## Quarter Page

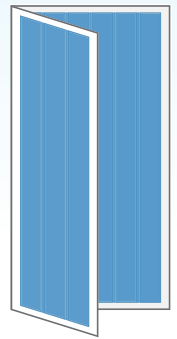
Everyday  
3 col. x 10 in.



12 months/  
254 ads

## Spadea

Available any day



COST PER AD  
\$2,160.00

# Stand-By Positions

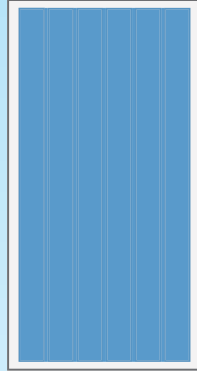
Stand-By Positions run when available and there is no guaranteed date ads will run.

Advertisers can buy a block of inches and run varying sizes when sizes are available. All advertising sizes will bill at the same PCI rate level committed.

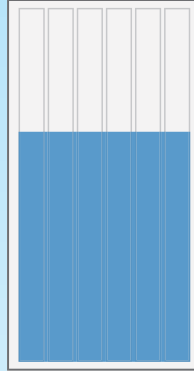
Advertiser will be notified no later than 2 days before publication date of ad size and date of insertion. Ads should be pre-built and ready to publish when space is available.

Stand-By Ad Bundles				
<b>500"</b>	<b>1,000"</b>	<b>2,500"</b>	<b>5,000"</b>	<b>12,000"</b>
<b>\$9.00</b>	<b>\$8.00</b>	<b>\$7.00</b>	<b>\$6.00</b>	<b>\$5.00</b>
PCI per inch	PCI per inch	PCI per inch	PCI per inch	PCI per inch

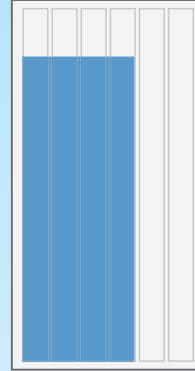
**Full page**  
6 col. x 20 in.  
Total inches: 120



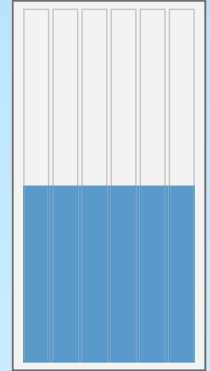
**6 col. x 13 in.**  
Total inches: 78



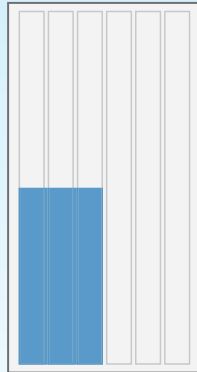
**4 col. x 17.25 in.**  
Total inches: 69



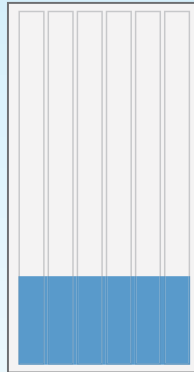
**6 col. x 10 in.**  
Total inches: 60



**Quarter Page-V**  
3 col. x 10 in.



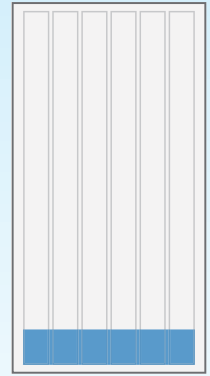
**Quarter Page-H**  
6 col. x 5 in.



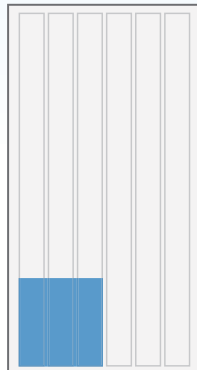
**Inside Banner**  
6 col. x 3 in.  
Total inches: 18



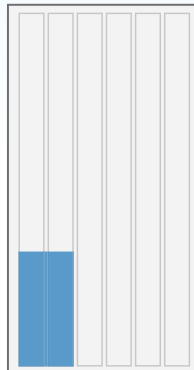
**Inside Banner**  
6 col. x 2 in.  
Total inches: 12



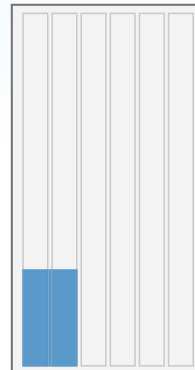
**3 col. x 5 in.**  
Total inches: 15



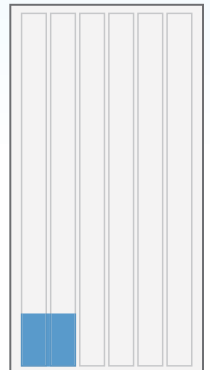
**2 col. x 6.5 in.**  
Total inches: 13



**2 col. x 5.5 in.**  
Total inches: 11



**3 col. x 2 in.**  
Total inches: 6



## MECHANICAL SPECIFICATIONS

### 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.

Oahu Publications assumes no liability for any work that does not adhere to these guidelines. For additional information, call 808-529-4712 or speak to your Account Executive.

### Retail Display Column Widths (BROADSHEET)

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

### Deadlines for "Fixed Position" Advertising

PUBLICATION DATE	SPACE RESERVATION	CAMERA-READY DEADLINE
Monday	Wednesday 6pm	Thursday 5 pm
Tuesday	Thursday 6 pm	Friday 5 pm
Wednesday	Friday 6 pm	Monday 5 pm
Thursday	Monday 6 pm	Tuesday 5 pm
Friday	Tuesday 6 pm	Wednesday 5 pm

## TERMS AND POLICIES

### Rate and Credit

All advertising shall be prepaid unless credit accommodations have been established beforehand with the Honolulu Star-Advertiser/MidWeek 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.

The Honolulu Star-Advertiser/MidWeek 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 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".

### 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.

To cancel advertising, please notify us before 4pm three working days before publication. Ads canceled after space deadlines are subject to surcharges.

## Advertising Contact Information

Darin Nakakura  
 Director of Advertising  
 dnakakura@staradvertiser.com  
 808-529-4726 (direct)



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