

# VERT KAKA'AKO



## *Vert Kaka'ako Magazine*

*VERT KAKA'AKO is a quarterly magazine that shines a light on this dynamic urban neighborhood, bringing to life the stories of its businesses, people, places and events..*

*It connects the reader (residents, professionals who work in the district and visitors to Kaka'ako) to the latest in dining, shopping and entertainment, while reflecting on the evolution of this vibrant community, including its rich cultural history and development into a place where people can work, live, visit, learn and play.*

### **PUBLICATION/CLOSING DATES:**

#### **March/April/May 2024**

SPACE: January 11, 2024

CAMERA-READY: January 18, 2024

#### **June/July/August 2024**

SPACE: April 11, 2024

CAMERA-READY: April 18, 2024

#### **September/October/November 2024**

SPACE: June 11, 2024

CAMERA-READY: July 18, 2024

#### **December/January/February 2024-2025**

SPACE: October 3, 2024

CAMERA-READY: October 10, 2024

*Tentative and subject to change.*

**To advertise:** **Darin Nakakura** | 808-529-4726 | [dnakakura@staradvertiser.com](mailto:dnakakura@staradvertiser.com)  
**Brian Kumura** | 808-529-4760 | [bkumura@staradvertiser.com](mailto:bkumura@staradvertiser.com)  
**Rachel Yasunaga** | 808-529-4319 | [ryasunaga@staradvertiser.com](mailto:ryasunaga@staradvertiser.com)

# K A K A ' A K O



## ADVERTISING RATES

QUARTERLY

	1x	4x
<b>Full Page</b>	\$3,204	\$2,626
<b>Half Page</b>	\$2,102	\$1,680
<b>1/4 Page</b>	\$1,314	\$946

## PREMIUM POSITIONS

Minimum 4x commitment.

### COVERS

<b>2nd (inside front) &amp; Page 1</b>	\$7,618
<b>Page 3</b>	\$3,782
<b>Page 5</b>	\$4,202
<b>4th (back)</b>	\$4,120

Positions other than premium positions listed above are not guaranteed. A premium rate is required for guaranteed positions. Ask your Account Executive for quotes. All rates are net and do not include the 4.712% Hawai'i State tax.

## 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 ID: **Sales** Password: **leg42branch**

Click "Upload" and drag file into dialog box.

Notify your Account Executive via email.

## PRODUCTION SPECS

**TRIM SIZE:** 8" x 10.5"

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

**BINDING:** Perfect bound, 10.5" side

*Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.*

**Trim Size:** 8"w x 10.5"h

**Full Page with bleed:** 8.25"w x 10.75"h

Build to trim size (8"w x 10.5"h)

and extend the bleed .125" beyond trim on all sides.

**Full Page no bleed:** 7.15"w x 9.65"h

**2-Page Spread trim size:** 16"w x 10.5"h

**2-Page Spread with bleed:** 16.25"w x 10.75"h

Build to trim size (16"w x 10.5"h)

and extend the bleed .125" beyond trim on all sides.

**1/2 Page (vertical):** 3.57"w x 9.65"h

**1/2 Page (horizontal):** 7.15"w x 4.75"h

**1/4 Page:** 3.57"w x 4.75"h

## DIGITAL AD 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.*

**ONLY CAMERA-READY ADS ARE ACCEPTED.**

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# KAKA'AKO

VERTICAL



## CIRCULATION/DISTRIBUTION

**Quarterly | 17,000 copies** distributed and mailed to over 8,000 condos/homes and businesses  
In the Kaka'ako neighborhood + rack distribution at over 70 locations.

801 SOUTH ST  
909 KAPIOLANI  
1133 WAIMANU ST  
1350 ALA MOANA  
AE'O  
ANAHA  
HALEKAUWILA PLACE  
HAWAIIKI TOWER  
HOKUA  
KAMAKEE VISTA

KAUHALE KAKA'AKO  
KEAUHOU PLACE  
KE KILOHANA  
KEOLA LA'I  
KING MANOR  
KO'OLANI  
MOANA PACIFIC  
NAURU TOWER  
ONE ARCHER LANE  
ONE WATERFRONT TOWER

PACIFICA HONOLULU  
PARK LANE  
ROYAL COURT  
SYMPHONY HONOLULU  
THE BLOCK  
THE COLLECTION  
THE IMPERIAL PLAZA  
THE ROYAL CAPITOL PLAZA  
WAIEA  
WAIHONUA

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## NATIVE PRINT ADVERTISING

Advertising that matches the form and function of the magazine's publication style.

VERT KAKA'AKO offers the option to deliver your message in a way that flows with the editorial form of the magazine. Your provided content is used to design and deliver native advertising.

### NATIVE ADVERTISING RATES

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### CONTENT DEADLINES

#### March 2023

CONTENT DUE: January 3, 2024

#### June 2023

CONTENT DUE: March 31, 2024

#### September 2023

CONTENT DUE: June 30, 2024

#### December 2023

CONTENT DUE: September 29, 2024

Requests for **PHOTOGRAPHY, VIDEO AND/OR WRITING services must be made at least 8 weeks prior to content deadlines.** Additional rates apply for these services.

### ADDITIONAL CHARGES

Contact your Account Executive for additional fees if photography, video and/or writing services are needed. Photography and writing fees are variable per job. Photography starts at \$500 per 1-hr. session and includes the use of 1-2 photo(s) for 2 years.

### REQUIRED CONTENT

#### A. FULL PAGE

**TRIM SIZE:** 8" x 10.5"

**Image(s)**— 1 or 2 vertical photos, logo (300 dpi @ 100%)

**Headline**—28 or less characters

**Subhead**—64 or less characters

**Body**—1,000 or less characters

**Specialty Callout Headline**—25 or less characters

**Specialty Callout Body**—214 or less characters

**Address + Phone number, Web address**

#### B. FULL PAGE

**Image**— 1 vertical photo, logo (300 dpi @ 100%)

**All other requirements are the same as A.**

#### C. FULL PAGE

**Image**— 1 horizontal photo, logo (300 dpi @ 100%)

**All other requirements are the same as A.**

#### D. FULL PAGE

**Images**— 1 horizontal photo, 1 headshot mug, logo (300 dpi @ 100%)

**Mug Name, Title, Business Name,**

**Email, Address**

**All other requirements are the same as A.**

#### E. HALF PAGE

**Images(s)**— 1 vertical photo, logo (300 dpi @ 100%)

**Body**— 340 or less characters

**Specialty Callout Body**— 214 or less characters

**Address + Phone number, Web address**

### FILE DELIVERY

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