

2016

RETAIL RATE CARD

HAWAII ISLAND



Hawaii Tribune Herald

355 Kinoole Street | Hilo | Hawaii 96720
935-6621 | hawaii.tribune-herald.com

EFFECTIVE
JANUARY 1
2016



Reach

Publication	Readership	%
Daily	45,509	47%
Sunday	52,291	54%
Weekly Cume	66,790	69%

Source: Nielsen Scarborough 2014 + 2015 Release 1. Hawaii Tribune-Herald - base is 96,703 total adults (zip codes 96720, 96721, 96727, 96728, 96737, 96749, 96760, 96771, 96772, 96773, 96778, 96780, 96781, 96783, 96785)

About Hawaii Tribune-Herald

- Daily broadsheet newspaper distributed on the Hilo-area of Hawaii's Big Island
- The newspaper is the primary news source for Hilo residents and locals
- 69% of all Hilo adults read the Hawaii Tribune-Herald every week

About Hawaii Island

- There are 148,278 adults on Hawaii
- 50% are male, and 50% are female
- 26% are 18-34 years old, 32% are 35-54 years old and 42% are 55 years old or older
- 22% of Hawaii's population is Asian, 35% is white, 14% is Pacific Islander, 1% is another single race and 28% has 2 or more races.
- 47% of households are married-couple families
- 25% of households have children 17 or younger
- 61% of adults 25+ have some college education or higher
- The median household income is \$48,399
- 66% of households are owner-occupied
- The median home value is \$291,900

Source: U.S. Census – 2013 American Community Survey 1-Year Estimates

- Hawaii received 1.5 million visitors in 2014.
- They spent close to \$2 billion.
- Hawaii visitors stay an average of 7.6 days.

Source: State of Hawaii - Department of Business, Economic Development & Tourism

Hawaii
Tribune-Herald

Updated 5/26/16



David Bock, Publisher and Editor
dbock@hawaii-tribune-herald.com 808.930.7323

Jay Higa, Vice President /
Business Development & Regional Sales
jhiga@staradvertiser.com 808.529.4712

Linda Woo, Director of National Sales
lwoo@staradvertiser.com 808.529.4355

Marie Ella Burns, Account Executive
mella@hawaii-tribune-herald.com 808.930.7309

Anita Cunningham, Account Executive
acunningham@hawaii-tribune-herald.com .. 808.930.7348

Valerie Ferrari, Account Executive
vferrari@hawaii-tribune-herald.com 808.930.7306

Kelly Staszko, Account Executive
kstaszko@hawaii-tribune-herald.com .. 808.930.7312

Classified Advertising
classifieds@hawaii-tribune-herald.com .. 808.935.6619

Dennis Francis
President

J. David Kennedy
Chief Revenue Officer

Oahu Publications Inc.
Hawaii's Largest Media Company

808.529.4700



Hawaii Tribune Herald

Retail Rates

Retail Column Inch Rates

Investment Level	Daily	Sunday	Color Rate per inch
Open	\$32.00	\$33.00	\$550.00*
\$2,500	\$28.00	\$29.00	\$15.00/max \$550
\$5,000	\$27.00	\$28.00	\$12.00/max \$550
\$10,000	\$26.00	\$27.00	\$10.00/max \$495
\$25,000	\$24.50	\$25.25	\$10.00/max \$440
\$50,000	\$23.50	\$24.50	\$10.00/max \$440

*Flat rate charge

Premium Positions

Quarter page ads (9.7" x 5") placed on page 2 or 3. Ads include full color.

Investment Level	Daily	Sunday
Open	\$1,510.00	\$1,540.00
52x	\$1,005.00	\$1,035.00

Flight Program

4 ads in a 7-day period. No size or copy changes. Includes one Sunday ad.

Ad Size	per column inch rate
4" - 9"	\$31.00
10" - 15"	\$30.00
16" - 30"	\$28.00

Frequency Program

Run a minimum number of inches within a 30 day period; minimum of 5 ads within the period; one copy change per run.

No. of Inches	Daily pci rate	Sunday pci rate
30"-79"	\$29.00	\$30.00
80" & over	\$28.00	\$29.00

Preferred Placement

25% premium for guaranteed ad placement subject to availability. Minimum 30-inch ad.

Church & Non-Profit Rates

Retail per column inch: Daily \$21.00; Sunday \$21.50
Color rate: \$12.00 PCI (max. \$550)

Repeat Ad Discount

Any display ad 10 column-inches or larger may be repeated within seven (7) calendar days of original insertion date for percentages off open or contract display rates. Pickups must be run with no copy or ad size changes.

1st Pickup	25% Off
2nd Pickup	50% Off
3rd - 6th Pickup	75% Off

Hawaii Excise Tax: All ads will have a 4.166% Hawaii Excise Tax added to the net.

Updated 5/26/16

Premium Positions



Ear



Front Page Banner

Front Page Banners

6 columns x 2" banner ads strategically placed at the bottom of each section.

	Open	52x
Front Page	\$675.00	\$435.00
Other Sections	\$570.00	\$340.00

Ears

Visible top right-hand corner placement on the front of all sections of the paper.

	Open	52x
Front Page	\$350.00	\$230.00
Other Sections	\$275.00	\$180.00

Spadeas

Your message will be seen with this unique advertising product that wraps the front page of the paper. Total of 3 full pages.

Daily	\$12,000
Sunday	\$14,000

Reach Non-Subscribers with Big Island TV Week

Direct-mailed every week to over 57,000 homes.

The Big Island's Exclusive Source for:

- Channel Lineups
- Morning, Afternoon & Evening Grids
- Calendar

	Open	52x
Back Page (9.7"x10")	\$3,000.00	\$1,500.00
Front Page Ear (3.15"x2")	\$400.00	\$200.00
Front Page Banner (9.7" x 2")	\$600.00	\$300.00
Half Page (9.7" x 5" or 4.787" x 10")	\$1,500.00	\$750.00
Quarter Page (4.787" x 5")	\$750.00	\$375.00



AD SIZES

Retail Display Column Widths (Hawaii Tribune-Herald and Big Island TV Week)

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

Retail Display Sizes

	Hawaii Tribune-Herald	Island Beat and Big Island TV Week
1/8 pg	4.787" x 5"	—
1/4 pg	4.787" x 10"	4.787" x 5"
1/2 pg horizontal	9.7" x 10"	9.7" x 5"
1/2 pg vertical	4.787" x 20"	4.787" x 10"
full pg	9.7" x 20"	9.7" x 10"
double truck	21" x 20"	20" x 10"

Classified/Legal Column Widths (Hawaii Tribune-Herald)

1 column	.895"	4 picas 4.5 points
2 column	1.873"	11 picas 2.9 points
3 column	2.852"	17 picas 1.3 points
4 column	3.830"	22 picas 11.8 points
5 column	4.808"	28 picas 10.2 points
6 column	5.787"	34 picas 8.6 points
7 column	6.765"	40 picas 7.1 points
8 column	7.743"	46 picas 5.5 points
9 column	8.721"	52 picas 4 points
10 column	9.7"	58 picas 2.4 points

DEADLINES

Publication Day	Sections	Order Deadline & Materials requiring in-house production	Camera-Ready PDF/X-1a Digital Files**	Classified Liner
Monday	Classifieds Main News	Wednesday 2pm Wednesday 2pm	Thursday 2pm Thursday 2pm	Friday 2pm -
Tuesday	Classifieds Main News	Thursday 2pm Thursday 2pm	Friday 2pm Friday 2pm	Monday 2pm -
Wednesday	Classifieds Main News Big Island TV Week	Friday 2pm Friday 2pm Wednesday 2pm	Monday 2pm Monday 2pm Thursday 5pm	Tuesday 2pm - -
Thursday	Classifieds Main News Island Beat	Monday 2pm Monday 2pm Friday 2pm	Tuesday 2pm Tuesday 2pm Wednesday 12Noon	Wednesday 2pm - -
Friday	Classifieds, Real Estate Main News	Tuesday 2pm Tuesday 2pm	Wednesday 2pm Wednesday 2pm	Thursday 2pm -
Saturday	Classifieds Main News	Wednesday 2pm Wednesday 2pm	Thursday 2pm Thursday 2pm	Friday 2pm -
Sunday	Classifieds Main News Open House TV Guide	Wednesday 2pm Wednesday 2pm Wednesday 2pm Tuesday 2pm*	Thursday 2pm Thursday 2pm Thursday 2pm Friday 5pm*	Friday 2pm - - -

Space Reservations

Space should be ordered as far in advance of the publication date as possible. The chart on this page indicates the final space reservation deadlines.

Double Trucks

Please advance all deadlines for banner pages and double truck advertisements by 24 hours.

Holidays

Regular copy and space deadlines will be advanced prior to the week in which holidays occur. Special deadlines will be issued with specified dates for each major holiday. Contact your Account Executive for specific holiday deadline dates.

**Weekly publications are one full week in advance of publication. **PDF/X-1a File Format: Follow Camera-Ready deadlines. Any other electronic format is due 24 hours prior to Camera-Ready deadlines.*

Cancellations

To cancel advertising, please notify us before 4pm two working days before publication. To cancel Sunday ads, please let us know before 10am on the previous Thursday. Ads canceled after space deadlines are subject to surcharges.

Preprint Distribution



Hawaii Tribune-Herald

Circulation

	Tuesday/ Friday	Sun
96704 CAPTAIN COOK	36	36
96710 HAKALAU	62	79
96719 HAWI	40	58
96720 HILO	10418	10,646
96727 HONOKAA	504	585
96728 HONOMU	88	110
96737 OCEAN VIEW	46	62
96740 KAILUA KONA	88	107
96743 WAIMEA	250	290
96749 KEAAU	2242	2,379
96755 KAPAAU	107	109
96760 KURITSTOWN	376	507
96764 LAUPAHOEHOE	124	161
96771 MOUNTAIN VIEW	533	463
96772 NAALEHU	156	151
96773	27	27
96776 PAAUILO	80	86
96777 PAHALA	117	121
96778 PAHOA	1084	1,120
96780	27	34
96781 PAPAIOU	250	222
96783 PEPEEKO	270	312
96785 VOLCANO	327	447
OTHER ZIP	43	58
TOTAL	17,295	18,169

Hawaii Tribune-Herald Distribution

Daily Full Run	Tuesday/Friday	Sunday
Total Home Delivery	11,164	11,248
Total Single Copy	6,131	6,922
TOTAL: Full Run	17,295	18,169

Hawaii Tribune-Herald includes 2% spoilage plus 5% fluctuations for street sales.

Hawaii Tribune-Herald Preprint Insert Pricing

CPM

		OPEN		13X		52X	
Standard	Tab	Tuesday/ Friday	Sunday	Tuesday/ Friday	Sunday	Tuesday/ Friday	Sunday
Single Sheets		76.00	81.00	66.00	72.00	57.00	62.00
2 Pages	4 Pages	90.00	93.00	81.00	84.00	71.00	75.00
4 Pages	8 Pages	103.00	108.00	94.00	98.00	85.00	89.00
6 Pages	12 Pages	117.00	121.00	108.00	112.00	98.00	102.00
8 Pages	16 Pages	131.00	134.00	122.00	125.00	113.00	116.00
10 Pages	20 Pages	145.00	148.00	135.00	139.00	126.00	129.00
12 Pages	24 Pages	158.00	162.00	149.00	154.00	140.00	144.00
14 Pages	28 Pages	173.00	176.00	163.00	166.00	154.00	157.00
16 Pages	32 Pages	186.00	189.00	177.00	180.00	167.00	170.00
18 Pages	36 Pages	199.00	203.00	190.00	194.00	181.00	185.00
20 Pages	40 Pages	213.00	216.00	203.00	207.00	194.00	197.00
22 Pages	44 Pages	226.00	230.00	217.00	221.00	208.00	211.00
24 Pages	48 Pages	239.00	243.00	230.00	234.00	221.00	225.00
28 Pages	56 Pages	266.00	271.00	257.00	262.00	248.00	253.00

Reach virtually every home
when combined with
Big Island TV Week



Big Island TV Week Preprint Insert Pricing CPM

Standard	Tab	Open	52X
2 pages	4 pages	\$93.00	\$79.00
4 pages	8 pages	\$108.00	\$91.00
6 pages	12 pages	\$121.00	\$102.00
8 pages	16 pages	\$134.00	\$113.00
10 pages	20 pages	\$148.00	\$125.00
12 pages	24 pages	\$162.00	\$137.00
14 pages	28 pages	\$176.00	\$149.00
16 pages	32 pages	\$189.00	\$160.00

Zip Code	Area	Quantity
96704	Captain Cook	2,041
96710	Hakalau	158
96719	Hawi	612
96720	Hilo	11,659
96725	Holualoa	1,254
96726	Honauau	513
96727	Honokaa	1,663
96728	Honolulu	261
96737	Oceanview	1,148
96738	Waikoloa	3,127
96740	Kailua-Kona	9,235
96743	Waimea	5,300
96749	Keauu	4,956
96750	Kealahou	2,087
96755	Kapaau	1,320
96760	Kuristown	1,136
96764	Laupahoehoe	295
96771	Mountain View	1,473
96772	Naalehu	896
96773	Ninole	102
96774	Ookala	69
96776	Paauilo	387
96777	Pahala	536
96778	Pahoa	5,095
96780	Papaaloa	183
96781	Papaikou	512
96783	Pepeekeo	686
96785	Volcano	1,166
TOTAL		57,871



SPECIFICATIONS AND DEADLINES

Sunday inserts should be sent to the West Hawaii Today Printing Facility.

1. Insert pallets should be clearly labeled with the product name, total quantity, amount per skid or box, the total amount of skids and the insertion date.
2. If inserts are re-packaged, they should be re-packaged in the original form sent by the printer (same number of pallets, same amount on pallet, same number in a bundle, etc.)
3. Inserts should be packaged by insert date. If a product is running multiple dates, then it should be separated as such.
4. Inserts need to be at least .005" thick. Thinner sheets will often stick together causing "multiples."
5. Different inserts should NEVER be packaged on the same pallet. Verifying the count may be extremely difficult without removing all the bundles or boxes.
6. Insert bundles should not be tied (strapped) if possible. Strapping causes the product to curl and can make it difficult to feed into the insert machine.
7. No more than two turns (compensating stacks) per bundle would be optimum. Additional turns make it more difficult for the inserter to feed the machine.
8. Inserts should be stacked flat and not standing on edge.
9. Deadlines
 - a. Insertion orders due 21 business days prior to publication.
 - b. Inserts due 14 business days prior to publication.

10. Receiving

West Hawaii Today

75-5580 Kuakini Highway

Kailua-Kona, HI 96740

808.329.9311

Hours: M-F 8-11am and 1-4pm (HST).

Closed on Holidays

Contact:

Terry Cox

Mailroom Manager

808-930-8634

tcx@westhawaiiitoday.com

FSI Specifications:

Hawaii Tribune-Herald uses a 44" web width for all printed products.

Inserts

Width: Measured along the spine	Minimum	3"
	Maximum	11"
Height: Measured perpendicular to spine	Minimum	4"
	Maximum	10.5"
Pagination: Broadsheet	Minimum	4 pages
	Maximum	96 pages
Pagination: Tabloid	Minimum	4 Pages
	Maximum	120 Pages
Pagination: Single Sheet	Minimum	.005"

*4 page tabs and higher must also be at least .005" thick.

Additional Notes:

Offset stock can have a different thickness than glossy stock for the same paper weight. Color Express inserts are usually printed on 60# stock. 60# offset stock measures .0045" thick while 60# glossy (or enamel) stock is only .003" of an inch – a huge difference (50%).

LATE FEES

Late delivery of any pre-printed inserts will need prior approval. Contact your sales representative for delivery extension dates. All pre-printed inserts delivered after deadline will be assessed at \$1,500 late fee per publication, if inserts are delivered after the agreed extension date, a \$200 a day surcharge will be imposed per publication. Tax will also be added to the surcharge.



RATE AND CREDIT

All advertising shall be prepaid unless credit accommodations have been established beforehand with *The Hawaii Tribune-Herald* 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.

Any *Hawaii Tribune-Herald* ad measuring more than 19" deep will be set to full page depth (20") and charged accordingly. All display ads are billed to the nearest quarter inch.

Advertisers signing dollar volume contracts will be billed at the applicable rate on the current rate card. Advertisers will be rebilled at the appropriate higher rate if contract is not fulfilled.

The Hawaii Tribune-Herald 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 net and subject to Hawaii's general excise tax of 4.166 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".

Guaranteed Placement

Advertising position is not guaranteed. However, guaranteed position will be granted on a first-come basis for ads 30" or larger for an additional 25% charge. Every effort will be made to comply with position requests, but acceptance of an order does not imply a position guarantee.

Political Advertising

Advance payment is required on all political advertising. Copy must carry the line "Paid Political Advertisement" at the top and must list the name of the individual, party or organization responsible for placement of the ad. A wide range of political rate programs are available. Please ask your Account Executive for details.

Religious/Nonprofit Rate

Available to religious, charitable and nonprofit organizations that exhibit nonprofit status (tax exempt number required). Contact your Account Executive for details and rates.

Feature Pages

Feature pages and special sections are available in *The Hawaii Tribune-Herald*. Ask your Account Executive for details.

COMMERCIAL PRINTING

Hawaii Tribune-Herald offers a wide variety of full service, quality offset printing, coated stock printing, mailing and inserting. Ask your Account Executive for details.

Single Sheet, Print and Deliver

Advertisers can effectively target primary and secondary customers through 8 1/2" x 11" or 11" x 17" single sheet flyers. These flyers can be composed, printed and inserted into *The Hawaii Tribune-Herald* and *Big Island TV Week*. Ask your Account Executive for details.

DIRECT MAIL

OPI Direct Mail is one of Hawaii's largest direct mailers. We offer comprehensive direct mail services at very competitive pricing to help your business. We offer customized services including mailing lists, various paper sizes, stocks and weights, and mailing services. For more information, please contact your Account Executive or call (808) 695-6332.

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.

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 12 points or smaller
- serif type that is 14 points or smaller
- fine-serif type, such as Bodoni, that is 18 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

Ads may be submitted via email or (preferred method) ftp site.

Email: 2MB limit. Contact your Account Executive to use this method of delivery.

Ftp delivery: <http://ftp3.hawaiitribune-herald.com>

Enter your contact email; Enter your email;

Upload file by clicking on "upload" button.

Fax, email or deliver a hard copy of the ad to your Account Executive's attention

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.

Hawaii Tribune-Herald assumes no liability for any work that does not adhere to these guidelines. For additional information, call your Account Executive.

Oahu Publications Inc.

Hawaii's Largest Media Company



Star  Advertiser

 tgi
THE GARDEN ISLAND

 Hawaii
Tribune-Herald

West Hawaii Today

 MHI

 USA TODAY
HAWAII EDITION

MARINE STAR ■ HO'OKELE - NAVY & AIR FORCE ■ HAWAII ARMY WEEKLY ■ WAIKIKI MAGAZINE
HILUXURY ■ OLA HILTON GRAND VACATIONS LIFE ■ TRUMP HO'OKIPA ■ CASTLE RESORTS & HOTELS HO'ONAUNEA
KAHALA LIFE ■ ALOHA HILTON HAWAIIAN VILLAGE ■ ALOHA HILTON WAIKOLOA VILLAGE ■ DISNEY AULANI
BIG ISLAND TV WEEK ■ GO KAILUA ■ GO KAPOLEI ■ 101 THINGS TO DO - BIG ISLAND, KAUA'I, MAUI, OAHU
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500 ALA MOANA BOULEVARD, SUITE 7-500 | HONOLULU, HAWAII 96813 | (808) 529-4700 | FAX: (808) 529-4898