

2017

# RETAIL RATE CARD

HAWAII ISLAND



# West Hawaii Today

75-5580 Kuakini Highway | Kailua-Kona | Hawaii 96740  
329-9311 | westhawaii.com

EFFECTIVE  
JANUARY 1  
2017



## Reach

Publication	Readership	%
Weekly Cume	26,107	64%

Source: Nielsen Scarborough 2015 + 2016 R2. West Hawaii Today - base is 40,545 total adults (zip codes 96719, 96725, 96738, 96740, 96743, 96750)

## About West Hawaii Today

- Daily broadsheet newspaper distributed on the west side of Hawaii's Big Island—North Kohala to Ka'u
- The award winning newspaper is the primary news source for the West Hawaii community, covering local, state, national and world news
- Published 7 days a week
- 64% of all West Hawaii adults read West Hawaii Today every week

## About Hawaii Island

- There are 152,672 adults on Hawaii
- 50% are male, and 50% are female
- 26% are 18-34 years old, 30% are 35-54 years old and 44% are 55 years old or older
- 22% of Hawaii's population is Asian, 33% is white, 13% is Pacific Islander, 3% is another single race and 30% has 2 or more races.
- 47% of households are married-couple families
- 22% of households have children 17 or younger
- 62% of adults 25+ have some college education or higher
- The median household income is \$60,033
- 68% of households are owner-occupied
- The median home value is \$321,400

Source: U.S. Census – 2015 American Community Survey 1-Year Estimates

- Hawaii received 1.5 million visitors in 2015.
- They spent close to \$1.8 billion.
- Hawaii visitors stay an average of 7.6 days.

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



# West Hawaii Today

Updated 1/11/17

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*Hawaii's Largest Media Company*

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## West Hawaii Today

### Retail Rates

Retail Column Inch Rates

Investment Level	Daily	Sunday	Color Rate per inch
Open	\$26	\$29	\$11/max \$425*
\$2,500	\$19	\$22	\$10/max \$425*
\$5,000	\$16	\$20	\$10
\$10,000	\$15	\$18	\$10
\$25,000	\$14	\$16	\$9
\$50,000	\$13	\$14	\$7

\*Flat rate charge

### Premium Positions

Quarter page ads (9.7" x 5") placed in Main News on page 2 exclusively. Ads include full color.

Investment Level	Daily	Sunday
Open	\$1,225	\$1,300
52x	\$565	\$625

### 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"	\$25
10" - 15"	\$24
16" - 30"	\$22

### 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"	\$21	\$24
80" & over	\$19	\$22

### Preferred Placement

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

### Church & Non-Profit Rates

Retail per column inch: Daily \$15; Sunday \$18  
Color rate: \$10 per column inch

### Repeat Ad Discount

Any display ad 10 column-inches or larger may be repeated within seven (7) calendar days, beginning on Sunday, 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 1/11/17

### 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	\$575	\$325
Other Sections	\$425	\$225

### Ears

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

	Open	52x
Front Page	\$300	\$185
Other Sections	\$225	\$135

### 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	\$10,500
Sunday	\$12,500

### Reach Non-Subscribers with Big Island TV Week

Direct-mailed every week to more than 57,000 homes.

The Big Island's Exclusive Source for:

- Channel Lineups
- Morning, Afternoon & Evening Grids

	Open	52x
Back Page (9.7"x10")	\$3,150	\$1,600
Front Page Ear (3.15"x2")	\$425	\$225
Front Page Banner (9.7" x 2")	\$650	\$350
Half Page (9.7" x 5" or 4.787" x 10")	\$1,600	\$850
Quarter Page (4.787" x 5")	\$850	\$475

# 2017 Ad Sizes/Deadlines



## AD SIZES

### Retail Display Column Widths (West Hawaii Today, Big Island TV Week and Entertainment)

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

### Classified/Legal Column Widths (West Hawaii Today)

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

### Retail Display Sizes

	West Hawaii Today	Big Island TV Week & Entertainment
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"

## DEADLINES

Publication Day	Sections	Space & Materials requiring in-house production deadline	Camera-Ready PDF/X-1a Digital Files**	Classified Liner
<b>Monday</b>	Classifieds Main News	Wednesday 2pm Wednesday 2pm	Thursday 2pm Thursday 2pm	Friday 2pm -
<b>Tuesday</b>	Classifieds Main News North Hawaii News	Thursday 2pm Thursday 2pm Thursday 2pm	Friday 11am Friday 11am Friday 11am	Monday 2pm - -
<b>Wednesday</b>	Classifieds Main News Big Island TV Week	Friday 2pm Friday 2pm Wednesday 2pm	Monday 2pm Monday 2pm Thursday 5pm	Tuesday 2pm - -
<b>Thursday</b>	Classifieds Main News	Monday 2pm Monday 2pm	Tuesday 2pm Tuesday 2pm	Wednesday 2pm
<b>Friday</b>	Classifieds Main News Entertainment / Onolicious North Hawaii News	Tuesday 2pm Tuesday 2pm Monday 2pm Tuesday 2pm	Wednesday 2pm Wednesday 2pm Thursday Noon Wednesday 2pm	Thursday 2pm - - -
<b>Saturday</b>	Classifieds Main News	Wednesday 11am Wednesday 2pm	Thursday 2pm Thursday 2pm	Friday 2pm
<b>Sunday</b>	Classifieds Main News Home TV Guide	Wednesday 2pm Wednesday 2pm Wednesday 2pm Tuesday 2pm*	Thursday 2pm Thursday 2pm Thursday 2pm Friday 5pm*	Friday 2pm - -

\*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.

#### 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 & National Accounts

Please advance all deadlines for national/international, 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.

#### Cancellations

To cancel advertising, please notify us before space deadline for that publication. Ads canceled after space deadlines are subject to surcharges.

# 2017 Preprint Distribution



## West Hawaii Today

### West Hawaii Today Distribution

Daily Full Run	Tuesday/Friday	Sunday
Total Home Delivery	5,114	6,388
Total Single Copy	3,167	4,665
<b>TOTAL: Full Run</b>	<b>8,281</b>	<b>11,053</b>

West Hawaii Today includes 2% spoilage plus 5% fluctuations for street sales.

### West Hawaii Today Preprint Insert Pricing

CPM		OPEN		13X		52X	
Standard	Tab	Tuesday/Friday	Sunday	Tuesday/Friday	Sunday	Tuesday/Friday	Sunday
Single Sheets		\$79	\$84	\$69	\$75	\$59	\$64
2 Pages	4 Pages	\$94	\$97	\$84	\$87	\$74	\$78
4 Pages	8 Pages	\$107	\$115	\$98	\$102	\$88	\$93
6 Pages	12 Pages	\$122	\$126	\$112	\$116	\$102	\$106
8 Pages	16 Pages	\$136	\$139	\$127	\$130	\$118	\$121
10 Pages	20 Pages	\$151	\$154	\$140	\$145	\$131	\$134
12 Pages	24 Pages	\$164	\$168	\$155	\$160	\$146	\$150
14 Pages	28 Pages	\$180	\$183	\$170	\$173	\$160	\$163
16 Pages	32 Pages	\$193	\$197	\$184	\$187	\$174	\$177
18 Pages	36 Pages	\$207	\$211	\$198	\$202	\$188	\$192
20 Pages	40 Pages	\$222	\$225	\$211	\$215	\$202	\$205
22 Pages	44 Pages	\$235	\$239	\$226	\$230	\$216	\$219
24 Pages	48 Pages	\$249	\$253	\$239	\$243	\$230	\$234
28 Pages	56 Pages	\$277	\$282	\$267	\$272	\$258	\$263

### Circulation

	Tuesday/Friday	Sunday
96704 CAPTAIN COOK	531	652
96719 HAWI	113	188
96720 HILO	31	32
96725 HOLUALOA	260	324
96726 HONAUNAU	31	36
96727 HONOKAA	131	91
96737 OCEAN VIEW	121	220
96738 WAIKOLOA	698	808
96740 KAILUA KONA	4,077	5,601
96745 KAILUA KONA	208	443
96743 WAIMEA	1,232	1,672
96750 KEALAKEKUA	489	547
96755 KAPAAU	152	193
96772 NAALEHU	70	93
OTHER ZIP	137	153
<b>TOTAL</b>	<b>8,281</b>	<b>11,053</b>

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	\$97	\$82
4 pages	8 pages	\$112	\$95
6 pages	12 pages	\$126	\$106
8 pages	16 pages	\$139	\$118
10 pages	20 pages	\$154	\$130
12 pages	24 pages	\$168	\$142
14 pages	28 pages	\$183	\$155
16 pages	32 pages	\$197	\$166

Zip Code	Area	Quantity
96704	Captain Cook	2,074
96710	Hakalau	161
96719	Hawi	608
96720	Hilo	11,890
96725	Holualoa	1,277
96726	Honaunau	522
96727	Honokaa	1,696
96728	Honoum	266
96737	Oceanview	1,165
96738	Waikoloa	3,183
96740	Kailua-Kona	9,410
96743	Waimea	5,388
96749	Keaau	5,052
96750	Kealahou	2,125
96755	Kapaau	1,341
96760	Kurtistown	1,158
96764	Laupahoehoe	301
96771	Mountain View	1,494
96772	Naalehu	910
96773	Ninole	104
96774	Ookala	70
96776	Paauilo	395
96777	Pahala	547
96778	Pahoa	5,182
96780	Papaaloa	187
96781	Papaikou	520
96783	Pepeekeo	701
96785	Volcano	1,187
<b>TOTAL</b>		<b>58,914</b>

Big Island TV Week distribution includes 2% spoilage.





## 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

tcox@westhawaiiitoday.com

#### **FSI Specifications:**

**West Hawaii Today 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 *West Hawaii Today* 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 *West Hawaii Today* 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.

*West Hawaii Today* 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 *West Hawaii Today* and *Big Island TV Week*. Ask your Account Executive for details.

## COMMERCIAL PRINTING

*West Hawaii Today* 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 *West Hawaii Today* 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 reach a targeted audience. We offer customized programs 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 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

Ads may be submitted via OPI Uploader (preferred method) or via email

### OPI Uploader

website: <http://files2.us> (login required)

User name: guest

password: fileupload

1. Enter the email address of the recipient of the files
2. Enter the name of the sender (email address is allowed)
3. Use the "Choose Files" button to select file to upload (Multiple files can be selected)
4. There is no requirement to fill in the "Upload to:" or "New Subfolder? Name" (These fields are optional)
5. Click "Begin Upload" to start transfer



**Email:** 2MB 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.

*West Hawaii Today* and Oahu Publications Inc. 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

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THE GARDEN ISLAND

*Hawaii*  
Tribune  Herald

West Hawaii Today

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 **USA TODAY**  
HAWAII EDITION

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