

2025

A PUBLICATION OF MidWeek

AN EDITION OF  Star Advertiser

VOICE

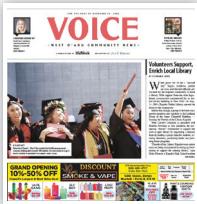
• OAHU'S COMMUNITY NEWS •

ADVERTISING RATES

500 Ala Moana Blvd, Suite 2-200, Honolulu, Hawaii 96813
808-529-4700 • staradvertiser.com

REACH YOUR TARGETED COMMUNITY

WEST OAHU VOICE - 50,394 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96797	WAIPAHU (INCLUDES WAIPPIO & WAIKELE)	18,782	18,331
96706	EWA BEACH	19,748	18,271
96707	KAPOLEI	13,408	13,792

Additional distribution to Pearl Harbor Joint Base Hickam-MWR, Pearl Harbor Navy Exchange-MWR and Barbers Point-MWR

WINDWARD OAHU VOICE - 30,924 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96734	KAILUA	15,801	14,748
96744	KANEOHE	16,214	16,176

Additional distribution to Kaneohe Marine Corps Base-MWR/Food Court/Inn by the Bay and Bellows Air Force Base-Turtle Cove MWR

HONOLULU VOICE - 38,158 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96813	PUNCHBOWL/DOWNTOWN /KAKAOKO	10,628	8,444
96814	ALA MOANA	10,611	5,952
96822	MAKIKI	18,280	14,632
96826	MOILIILI	14,718	9,130

EAST OAHU VOICE - 30,926 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96816	KAIMUKI/WAIALAE	17,225	15,574
96821	AINA HAINA/NIU VALLEY	6,523	5,972
96825	HAWAII KAI/QUEEN'S GATE	10,254	9,379

Additional distribution to Kaneohe Marine Corps Base-MWR/Food Court/Inn by the Bay and Bellows Air Force Base-Turtle Cove MWR

CENTRAL OAHU VOICE - 25,784 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96789	MILILANI	17,669	17,022
96786, 96712/96791	WAHIAWA, HALEIWA/WAIALUA	17,536	8,762

Additional distribution to Pearl Harbor Joint Base Hickam-MWR, Pearl Harbor Navy Exchange-MWR, Schofield-MWR and Barbers Point-MWR

LEEWARD OAHU VOICE - 22,063 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96701	AIEA	13,276	11,335
96782	PEARL CITY	11,435	10,728

Additional distribution to Pearl Harbor Joint Base Hickam-MWR and Pearl Harbor Navy Exchange-MWR

2025 PUBLICATION DATES

JANUARY 1, 8, 15, 22, 29

FEBRUARY 5, 12, 19, 26

MARCH 5, 12, 19, 26

APRIL 2, 9, 16, 23, 30

MAY 7, 14, 21, 28

JUNE 4, 11, 18, 25

JULY 2, 9, 16, 23, 30

AUGUST 6, 13, 20, 27

SEPTEMBER 3, 10, 17, 24

OCTOBER 1, 8, 15, 22, 29

NOVEMBER 5, 12, 19, 26

DECEMBER 3, 10, 17, 24, 31

WEEKLY DEADLINES

SPACE: TUESDAY, 3 PM

CAMERA READY: THURSDAY, 10 AM

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CAMERA READY: THURSDAY, 10 AM

VOICE 2025 ADVERTISING RATES

WEST O'AHU WINDWARD O'AHU



Retail Rates (Min. Size 4") All rates per column inch

Open	13x	26x	52x	Pick Up	Full Color
\$30	\$23	\$20	\$18	\$12	Add \$21

Non-Profit Rate \$20

Local Business Directory Guide (See back for more information.) \$15 per ad will be added for all ROP ads.

Digital Replica Edition

\$5 per ad will be added for all ROP ads.

Digital Billboard Network add-on available

See back for more information.

HONOLULU EAST OAHU CENTRAL OAHU LEEWARD OAHU



Retail Rates (Min. Size 4") All rates per column inch

Open	12x	24x	Pickup	Full Color
\$30	\$23	\$20	\$12	Add \$21

Non-Profit Rate \$20

Local Business Directory Guide (See back for more information.) \$15 per ad will be added for all ROP ads.

Digital Replica Edition

\$5 per ad will be added for all ROP ads.

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See back for more information.

PREMIUM POSITIONS

4-Page Wrap



6 columns x 10 inches (9.7" x 10") Full Color Cover
+ 13 columns x 10 inches (20" x 10") 2 pages Advertorial
+ 6 columns x 10 inches (9.7" x 10") Full Color Advertisement

WEST OAHU WINDWARD OAHU

Open
\$3,500/wk

HONOLULU EAST OAHU CENTRAL OAHU LEEWARD OAHU

1x
\$3,500/wk

Cover Story



Full Color Cover
+ 6 columns x 10 inches (9.7" x 10") Advertorial

Open
\$1,800/wk

1x
\$1,800/wk

Advertorial (Advertisement + Story)



6 columns x 5 inches (9.7" x 5") Full Color Advertisement
+ 6 columns x 5 inches (9.7" x 5") Story
OR
3 columns x 10 inches (4.787" x 10") Full Color Advertisement
+ 3 columns x 10 inches (4.787" x 10") Story

Open
\$2,000/wk 13x 26x 52x

Open
\$2,000/wk 2x
\$1,500/wk

3 columns x 5 inches (4.787" x 5") Full Color Advertisement
+ 3 columns x 5 inches (4.787" x 5") Story



Open
\$1,500/wk 13x
\$1,000/wk 26x
\$750/wk 52x
\$500/wk

Open
\$1,500/wk 2x
\$1,000/wk

Front Page Ear



2.25 inches x 2.25 inches Full Color Advertisement

Open
\$325/wk 13x
\$275/wk 26x
\$250/wk 52x
\$200/wk

Open
\$325/wk 2x
\$250/wk

Front Page Banner



6 columns x 2 inches (9.7" x 2") Full Color Advertisement

Open
\$500/wk 13x
\$450/wk 26x
\$400/wk 52x
\$340/wk

Open
\$500/wk 2x
\$400/wk

Back Page



6 columns x 10 inches (9.7" x 10") Full Color Advertisement

Open
\$3,850/wk 13x
\$3,400/wk 26x
\$3,050/wk 52x
\$2,750/wk

Open
\$3,850/wk 2x
\$3,050/wk

Centerspread



13 columns x 10 inches (20" x 10") Full Color Advertisement

Open
\$6,825/wk 13x
\$6,280/wk 26x
\$5,725/wk 52x
\$5,200/wk

Open
\$6,825/wk 2x
\$5,725/wk

DIGITAL BILLBOARD NETWORK



DIGITAL
BILLBOARD
NETWORK

- Digital out-of-home advertising placed in high-traffic retail areas people already frequent
- Connect with consumers through multiple touchpoints as they go about their daily lives
- Ability to change your message/creative weekly or monthly

*Retail networks may require approval.

STAR MERCHANT SERVICES

A simple and effective way to add to your business bottom line. No cost or monthly fees.

- No hidden fees
- Next-day funding
- Processing system included at no cost
- Zero monthly fees

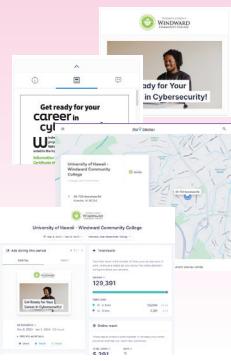
STAR MERCHANT
SERVICES



LOCAL BUSINESS GUIDE

Expand your reach to more of the local community, automatically!

- Interactive Digital Display Ad featuring your print ad, rotating through our site.
- Business Profile hosted on our site, leveraging our SEO to help promote your business and increase your search ranking. Editable to feature weekly specials and more!
- Review your investment with campaign performance reports.



PROMOTIONAL CONTESTING

Utilize promotions to generate qualified leads, enhance brand awareness, and engage your audience while expanding your marketing database. Each contest will feature a tailored OPI multimedia campaign, offering insights into the market and potential clients.

- Multimedia campaign to build brand awareness and engagement with your target audience
- Generate qualified leads for your business
- Grow your email database
- Gather data on your potential customer as well as general market data
- Drive traffic to your website

MECHANICAL SPECS

Retail Display Column Widths (BROADSHEET & TABLOID)

1 column	1.513"	4 column	6.425"
2 column	3.150"	5 column	8.062"
3 column	4.787"	6 column	9.7"

Retail Display Sizes (TABLOID)

1/8 pg	4.787" x 2.5"
1/4 pg	4.787" x 5"
1/2 pg	9.7" x 5" or 4.787" x 10"
full pg	9.7" x 10"
front pg banner	9.7" x 2"
double truck	20" x 10"

Electronic Delivery

Please contact your Account Executive for delivery options.

For more information, please contact your Account Executive at

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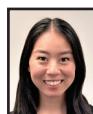
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Star Advertiser