

VOICE

• OAHU'S COMMUNITY NEWS •

ADVERTISING RATES

FOR THE WEEK OF DECEMBER 4, 2023

VOICE

• LEeward OAHU COMMUNITY NEWS •

A PUBLICATION OF MidWeek AN EDITION OF StarAdvertiser

DEER HILL PLAYS
School kids put on a Christmas-themed play.
SEE PAGE 3

FLOWER POWER
This dog's love for flowers and plants will be a big hit.
SEE PAGE 5

Biz Zooms In On Stellar Service
BY KYLE GALBRAITH
A flower's largest camera retail and repair center, Pro Camera Hawaii, helps professional photographers and amateurs take their skills to the next level. Pro Camera Hawaii's opened nine years ago and recently relocated to Pearl Kiki Shopping Center (150 Kaimukaha Hwy., Unit 22). According to owner Anthony Zappa, the local company has experienced consistent growth throughout the years. "Our varied business services consist of business to consumer, business to business and business to government, including, but not limited to, military, collegiate, high school, elementary school, public and recreational and other state and federal agencies," Zappa says. "Over the years, we have earned the trust of a large following, both in the local and visitor markets. We also have a large camera and lens repair division and are working on adding services such as a camera repair info and education program." Pro Camera Hawaii provides top-notch service and expertise as well as value, as the

PEARL HIGHLANDS CENTER
Earn up to \$2000 for local schools when you shop & dine at Pearl Highlands Center!
DECEMBER 1 - JANUARY 31

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Rainbow Bonsai Club Plans Big Show
BY KYLE GALBRAITH
The Rainbow Bonsai Club of Oahu is planning a big show to benefit the local community. The club, which has been around for over 20 years, will be holding a show at the Pearl Kiki Shopping Center. The show will feature a variety of bonsai trees, including pine, maple, and juniper. The club's president, John Smith, says the show is a great way to raise money for the local community. "We're excited to be able to do this for the community," Smith says. "It's a great way to bring people together and raise money for a good cause." The show will be held from December 10 to 12, from 10 a.m. to 4 p.m. Tickets are \$10 for adults and \$5 for children. For more information, visit www.rainbowbonsai.org.

HELP BRING JOY TO WINDWARD FAMILIES IN NEED
BY KYLE GALBRAITH
The Rainbow Bonsai Club of Oahu is planning a big show to benefit the local community. The club, which has been around for over 20 years, will be holding a show at the Pearl Kiki Shopping Center. The show will feature a variety of bonsai trees, including pine, maple, and juniper. The club's president, John Smith, says the show is a great way to raise money for the local community. "We're excited to be able to do this for the community," Smith says. "It's a great way to bring people together and raise money for a good cause." The show will be held from December 10 to 12, from 10 a.m. to 4 p.m. Tickets are \$10 for adults and \$5 for children. For more information, visit www.rainbowbonsai.org.

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ABOVE AND BEYOND
School kids put on a Christmas-themed play.
SEE PAGE 4

COMFORT FOR REEL
A new film festival is coming to Honolulu.
SEE PAGE 7

Make It A Merry Mu'umu'u Christmas
BY KAREN WARD
It's Hawaii's oldest and most popular Christmas celebration, the Mu'umu'u Christmas. This year, the celebration will be held at the Pearl Kiki Shopping Center. The celebration features a variety of activities, including a parade, a concert, and a fireworks display. The celebration is a great way to celebrate the holidays in a unique and fun way. "We're excited to be able to do this for the community," says Karen Ward, the celebration's president. "It's a great way to bring people together and celebrate the holidays in a unique and fun way." The celebration will be held from December 10 to 12, from 10 a.m. to 4 p.m. Tickets are \$10 for adults and \$5 for children. For more information, visit www.muumuuchristmas.org.

TILE & WAREHOUSE, INC.
QUARTZ SLABS, NATURAL STONE SLABS, PORCELAIN SLABS, PORCELAIN AND CERAMIC TILE, GLASS TILE, NATURAL STONE TILE, LANTIERE MATERIALS, AND MORE
HONOLULU: 2902 Kapiolani Blvd., Honolulu, HI 96819
KAILUA-KONA: 7340 Kailua-Kona Rd., Kailua-Kona, HI 96740
PEARL CITY: 1000 Kalia Rd., Pearl City, HI 96767

FOR THE WEEK OF DECEMBER 4, 2023

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• WEST OAHU COMMUNITY NEWS •

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Slimy Activity Empowers Keiki
BY KYLE GALBRAITH
The Slimy Activity is a fun and educational activity for children. The activity is designed to help children learn about the environment and the importance of recycling. The activity is a great way to teach children about the environment and the importance of recycling. "We're excited to be able to do this for the community," says Kyle Galbraith, the activity's president. "It's a great way to bring people together and teach children about the environment and the importance of recycling." The activity will be held from December 10 to 12, from 10 a.m. to 4 p.m. Tickets are \$10 for adults and \$5 for children. For more information, visit www.slimyactivity.org.

Wahawa Resident Pens New Book
BY KYLE GALBRAITH
A new book by a local author is out now. The book is a collection of stories and poems about the local community. The book is a great way to celebrate the local community and the importance of recycling. "We're excited to be able to do this for the community," says Kyle Galbraith, the book's president. "It's a great way to bring people together and celebrate the local community and the importance of recycling." The book will be held from December 10 to 12, from 10 a.m. to 4 p.m. Tickets are \$10 for adults and \$5 for children. For more information, visit www.wahawaresident.org.

REACH YOUR TARGETED COMMUNITY

WEST OAHU VOICE - 50,394 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96797	WAIPAHU (INCLUDES WAIPIO & 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

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

HONOLULU VOICE - 38,158 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96813	PUNCHBOWL / DOWNTOWN / KAKA'AOKO	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

2025 PUBLICATION DATES

JANUARY 1, 15
FEBRUARY 5, 19
MARCH 5, 19
APRIL 2, 16
MAY 7, 21
JUNE 4, 18
JULY 2, 16
AUGUST 6, 20
SEPTEMBER 3, 17
OCTOBER 1, 15
NOVEMBER 5, 19
DECEMBER 3, 17

WEEKLY DEADLINES

SPACE: TUESDAY, 3 PM
CAMERA READY: THURSDAY, 10 AM

CENTRAL OAHU VOICE - 25,784 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96789	MILILANI	17,669	17,022
96786, 96712/96791	WAIHAWA, 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

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.

Digital Billboard Network add-on available
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PREMIUM POSITIONS

WEST OAHU WINDWARD OAHU

HONOLULU EAST OAHU CENTRAL OAHU LEEWARD OAHU

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



Open
\$3,500/wk

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 **13x** **26x** **52x**
\$2,000/wk \$1,800/wk \$1,500/wk \$1,000/wk

Open **2x**
\$2,000/wk \$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 **13x** **26x** **52x**
\$1,500/wk \$1,000/wk \$750/wk \$500/wk

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

Front Page Ear

2.25 inches x 2.25 inches Full Color Advertisement



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

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

Front Page Banner

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



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

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

Back Page

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



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

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

Centerspread

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



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

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

DIGITAL BILLBOARD NETWORK



**DIGITAL
BILLBOARD
NETWORK**

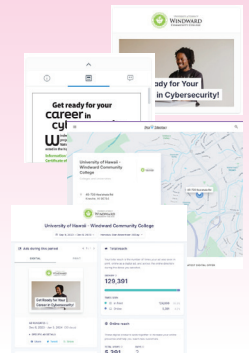
- Digital out-of-home advertising placed in high-traffic retail areas people already frequent
- Connect with consumers through multiple touchpoints as they go about their daily lives
- Ability to change your message/creative weekly or monthly

*Retail networks may require approval.

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.



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**



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.

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.

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 more information, please contact your Account Executive at
(808) 529-4700



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