

# Hawaii Tribune Herald

## RETAIL RATES



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- Iran says it is reviewing US proposal but has no interest in holding talks.....Page A4
- Army raises enlistment age limit to 42 and eases marijuana rules.....Page A5
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## Hawaii Tribune Herald

Thursday, March 26, 2026

Proudly serving Hilo and the Big Island since 1923

\$1.50

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Robert joins Melania Trump at WH event.....Page A5

## Meta, YouTube found negligent

The plaintiff, now 20, wins landmark social media addiction case

By CECILIA KANG, RYAN MAC and ELI TAN  
NYTimes News Service

Social media company Meta and video streaming service YouTube harmed a young user with design features that were addictive and led to her mental health distress, a jury found Wednesday, a landmark decision that could open social media companies to more lawsuits over users' well-being.

Meta and YouTube must pay \$3 million in compensatory damages for pain and suffering and other financial burdens. Meta is responsible for 70% of that cost and YouTube for the remainder.

The bellwether case, which was brought by a now 20-year-old woman identified as E.C.M., had accused social media companies of creating products as addictive as cigarettes or digital casinos.

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- Funakoshi, Bourne to represent Big Island at DCP nationals.....Page B1

RENTAL BUS  
MERCEDES-BENZ VANS AT HILLO 1 APRIL 8-11  
MARKETPLACE WORKSHOPS/PANELS  
JOIN US: IMLOAHAWA.ORG

## Hawaii Tribune Herald

Wednesday, March 25, 2026

Proudly serving Hilo and the Big Island since 1923

\$1.50

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In this Tribune-Herald file photo, a driver crosses the Four Mile Creek bridge near the Hilo and Kilauea Avenue intersection in 2023.

## Hilo bridge project clears a hurdle

Bids to replace the old one-lane structure could go out this year

## Lava zone insurance measure is gutted

State Senate committee prefers a study instead

By STEFAN VERANO  
Hawaii Tribune-Herald

The state Senate's Committee on Commerce and Consumer Protection voted unanimously Tuesday to heavily amend a bill originally meant to help pay for property insurance for Puna and Ka'u residents living in high-risk lava zones.

The committee moved to alter House Bill 29 by replacing its "restrictive language" with a directive to the state's Legislative Reference Bureau to conduct a study about the bill's practicality and implications. It also recommended including a provision to cover the cost of the study. The measure is a companion bill to House Bill 29.

**Midweek Hawaii Island**  
MARCH 18, 2026

**Let's Dance!**

Let by SYNTHIA SUMARTI and RAVI NARAYAN  
The Midweek Dance Club at HILLO is looking for talented and fun people to join the team!  
USA National Collegiate DanceSport Championships

**ProVision SOLAR**  
SOLAR THAT WORKS FOR YOU

Built for Island Living  
More big island benefits are waiting for you. Solar panels are eco-friendly, save money, and provide energy independence. With ProVision Solar, you can save money and protect your investment.

Limited-Time Offer  
Receive a free solar panel system. Qualify for as little as \$10,000. Free solar consultation. Powerwatch installations. Solar financing.

Get Started Today  
Call 808-626-6790  
info@provisionsolar.com  
www.provisionsolar.com

**Midweek Hawaii Island**  
MARCH 18, 2026

**Welcome to the Home of YUE-SAI KAN**

Part of the fun of the YUE-SAI KAN is the lively award-winning TV host, author, and emcee who continues to serve as a bridge of understanding between the East and West.

**Victoria Lane**  
LUXURY HOMES

1st Island Free Flooring  
**VINYL SALE**  
\$2.00 PER SQ. FT.

David L. Home  
20+ years experience in flooring, cabinets, doors & windows.

(808) 478-7778 cell  
www.wiflooring.com

**Midweek Hawaii Island**  
MARCH 18, 2026

**Bank On It**

Amorim Springs is a beautiful and healthy place to live. It's a great place to live and work. It's a great place to live and work. It's a great place to live and work.

**ProVision SOLAR**  
SOLAR THAT WORKS FOR YOU

Built for Island Living  
More big island benefits are waiting for you. Solar panels are eco-friendly, save money, and provide energy independence. With ProVision Solar, you can save money and protect your investment.

Limited-Time Offer  
Receive a free solar panel system. Qualify for as little as \$10,000. Free solar consultation. Powerwatch installations. Solar financing.

Get Started Today  
Call 808-626-6790  
info@provisionsolar.com  
www.provisionsolar.com

# Hawaii Tribune-Herald

## About Hawaii Island

- There are 160,074 adults on Hawaii Island
- 50% are male, and 50% are female 23% are 18-34 years old, 30% are 35-54 years old and 47% are 55 years old or older
- 22% of Hawaii's population is Asian, 30% is white, 12% is Pacific Islander, 4% is another single race and 31% has 2 or more races.
- 60% of households are married-couple families
- 64% of adults 25+ have some college education or higher
- The median household income is \$69,473
- 73% of households are owner-occupied
- The median home value is \$472,800

- Hawaii Island received 1.2 million visitors in 2021.
- They spent close to \$1.9 billion.
- Hawaii Island visitors stay an average of 9.27 days.

## About Hawaii Tribune-Herald

- Daily broadsheet newspaper distributed on the east side of Hawaii Island
- The newspaper is the primary news source for Hilo residents and locals
- Published 7 days a week
- 48% of all Hilo adults read the Hawaii Tribune-Herald every week

## Reach

### Hawaii Tribune-Herald:

Weekly Cume 46,102 (48% of) Hawaii Island adults



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# 2026 Advertising Rates

## Retail Rates

### Retail Column Inch Rates

| Investment Level | Daily | Sunday | Color Rate per inch |
|------------------|-------|--------|---------------------|
| Open             | \$52  | \$53   | \$23                |
| \$2,500          | \$40  | \$41   | \$20                |
| \$5,000          | \$37  | \$38   | \$20                |
| \$10,000         | \$35  | \$36   | \$19                |
| \$25,000         | \$34  | \$35   | \$18                |
| \$50,000         | \$33  | \$34   | \$15                |

## Premium Positions

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

| Investment Level | Daily   | Sunday  |
|------------------|---------|---------|
| Open             | \$2,345 | \$2,476 |
| 52x              | \$1,360 | \$1,416 |

## 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"     | \$40           | \$41            |
| 80" & over    | \$37           | \$40            |

## Preferred Placement

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

## Church & Non-Profit Rates (501-C3 Status)

Retail per column inch: Daily \$32; Sunday \$33  
Color rate: \$17 PCI

## Shop Local HI

- Interactive Digital Display Ad featuring your print ad, rotating through midweek.com.
- 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.
- (30-Days) \$35 per ad will be added for all ROP ads.
- (7-Days) \$15 per ad will be added for all ROP ads.



## Digital Replica Edition

\$5.00 charge will be added for all HTH ROP ads.

## Hawaii Excise Tax

All ads will have a 4.712% Hawaii Excise Tax added to the net.

## Premium Positions

## Top Masthead Banners

6 columns x 2.5" banner ads strategically placed at the top of the front page.

|                     | Open    | 52x     |
|---------------------|---------|---------|
| Front Page (Daily)  | \$1,030 | \$618   |
| Front Page (Sunday) | \$1,545 | \$1,133 |

## Ears

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

|                | Open  | 52x   |
|----------------|-------|-------|
| Front Page     | \$471 | \$312 |
| Other Sections | \$380 | \$238 |

## Front Page Banners

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

|                | Open  | 52x   |
|----------------|-------|-------|
| Front Page     | \$906 | \$595 |
| Other Sections | \$759 | \$442 |

## 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  | \$15,778 |
|--|--------|----------|
|  | Sunday | \$18,100 |

Hawaii  
**Tribune-Herald**

200 Kanoelehua Avenue, Suite 100B, Hilo, Hawaii 96720  
808-935-6621 • hawaii-tribune-herald.com

# 2026 HTH Preprint Rates

## Hawaii Tribune-Herald Preprint Insert Pricing CPM

| Standard | Tab           | OPEN    |        | 13X     |        | 52X     |        |
|----------|---------------|---------|--------|---------|--------|---------|--------|
|          |               | Tuesday | Sunday | Tuesday | Sunday | Tuesday | Sunday |
|          | Single Sheets | \$98    | \$104  | \$87    | \$93   | \$72    | \$80   |
| 2 Pages  | 4 Pages       | \$115   | \$121  | \$104   | \$108  | \$92    | \$97   |
| 4 Pages  | 8 Pages       | \$133   | \$138  | \$122   | \$127  | \$109   | \$114  |
| 6 Pages  | 12 Pages      | \$150   | \$156  | \$138   | \$143  | \$126   | \$132  |
| 8 Pages  | 16 Pages      | \$167   | \$171  | \$157   | \$160  | \$145   | \$149  |
| 10 Pages | 20 Pages      | \$185   | \$190  | \$172   | \$179  | \$161   | \$165  |
| 12 Pages | 24 Pages      | \$202   | \$206  | \$191   | \$196  | \$180   | \$184  |
| 14 Pages | 28 Pages      | \$221   | \$226  | \$210   | \$213  | \$196   | \$201  |
| 16 Pages | 32 Pages      | \$237   | \$241  | \$227   | \$230  | \$214   | \$217  |
| 18 Pages | 36 Pages      | \$255   | \$260  | \$242   | \$249  | \$231   | \$236  |
| 20 Pages | 40 Pages      | \$273   | \$276  | \$260   | \$264  | \$249   | \$252  |
| 22 Pages | 44 Pages      | \$289   | \$294  | \$278   | \$282  | \$265   | \$269  |
| 24 Pages | 48 Pages      | \$306   | \$310  | \$294   | \$299  | \$282   | \$287  |
| 28 Pages | 56 Pages      | \$340   | \$347  | \$329   | \$335  | \$318   | \$323  |



Hawaii  
**Tribune-Herald**

200 Kanoolehua Avenue, Suite 100B, Hilo, Hawaii 96720  
808-935-6621 • hawaii-tribune-herald.com

# 2026 HTH Preprint Distribution

## Hawaii Tribune-Herald Distribution

| Daily Full Run         | Tuesday      | Sunday        |
|------------------------|--------------|---------------|
| Total Home Delivery    | 7,038        | 8,106         |
| Total Single Copy      | 1,919        | 2,045         |
| <b>TOTAL: Full Run</b> | <b>8,957</b> | <b>10,151</b> |

| Circulation by ZIP |               | Tuesday      | Sunday        |
|--------------------|---------------|--------------|---------------|
| 96704              | Captain Cook  | 4            | 5             |
| 96719              | Hawi          | 9            | 10            |
| 96720              | Hilo          | 5595         | 6,459         |
| 96727              | Honokaa       | 250          | 319           |
| 96728              | Honomu        | 48           | 59            |
| 96737              | Ocean View    | 37           | 51            |
| 96740              | Kailua Kona   | 28           | 39            |
| 96743              | Waimea        | 77           | 115           |
| 96749              | Keaau         | 1,010        | 1,057         |
| 96755              | Kapaau        | 38           | 45            |
| 96760              | Kurtistown    | 158          | 197           |
| 96764              | Laupahoehoe   | 62           | 73            |
| 96771              | Mountain View | 372          | 291           |
| 96772              | Naalehu       | 87           | 95            |
| 96773              | Ninole        | 7            | 10            |
| 96776              | Paauilo       | 13           | 17            |
| 96777              | Pahala        | 77           | 94            |
| 96778              | Pahoa         | 510          | 533           |
| 96780              | Papaaloa      | 13           | 20            |
| 96781              | Papaikou      | 143          | 146           |
| 96783              | Pepeekeo      | 172          | 208           |
| 96785              | Volcano       | 159          | 214           |
| Other ZIP Codes    |               | 88           | 96            |
| <b>TOTAL</b>       |               | <b>8,957</b> | <b>10,151</b> |



| Digital Only Subscriptions |       |
|----------------------------|-------|
| Daily Average              | 2,421 |
| Sunday Average             | 2,351 |



200 Kanoelehua Avenue, Suite 100B, Hilo, Hawaii 96720  
808-935-6621 • hawaiitribune-herald.com

# 2026 Hawai'i Island Midweek Retail Rates

**Reach Non-Subscribers with Hawaii Island Midweek**  
Direct-mailed every week to over 40,000 homes.

|                                       | Open    | 52x     |
|---------------------------------------|---------|---------|
| Back Page (9.7"x10")                  | \$4,079 | \$2,635 |
| Front Page Ear (3.15"x2")             | \$555   | \$301   |
| Front Page Premium Ad (3.15" x 7.75") | \$992   | \$499   |
| Per Column Inch Advertising           | \$59    | \$41    |

**Church & Non-Profit Rates** (501-C3 Status)  
Retail per column inch: \$47

## Shop Local HI:

- Interactive Digital Display Ad featuring your print ad, rotating through midweek.com.
- 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.
- (30-Days) \$35 per ad will be added for all ROP ads.
- (7-Days) \$15 per ad will be added for all ROP ads.



## Digital Replica Edition:

\$5.00 charge will be added for all ROP ads.

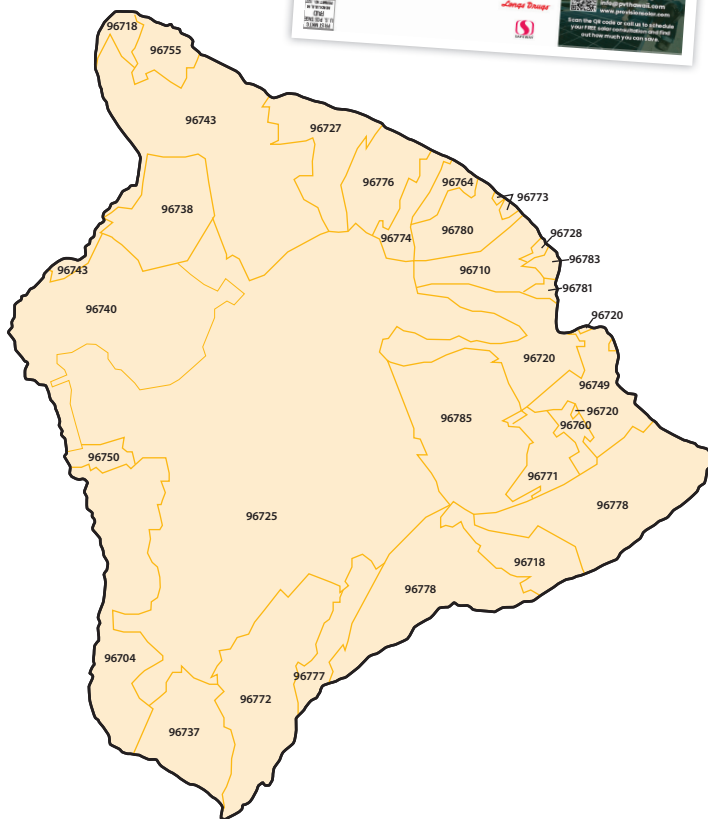


# 2026 Hawai'i Island Midweek Preprint Rates & Distribution

## Hawaii Island Midweek Preprint Insert Pricing CPM

| Standard | Tab      | Open  | 52X   |
|----------|----------|-------|-------|
| 2 Pages  | 4 Pages  | \$124 | \$105 |
| 4 Pages  | 8 Pages  | \$140 | \$124 |
| 6 Pages  | 12 Pages | \$159 | \$140 |
| 8 Pages  | 16 Pages | \$176 | \$158 |
| 10 Pages | 20 Pages | \$193 | \$176 |
| 12 Pages | 24 Pages | \$211 | \$193 |
| 14 Pages | 28 Pages | \$228 | \$211 |
| 16 Pages | 32 Pages | \$246 | \$228 |

| ZIP Code     | Circulation   | Tuesday       |
|--------------|---------------|---------------|
| 96704        | Captain Cook  | 32            |
| 96710        | Hakalau       | 3             |
| 96719        | Hawi          | 539           |
| 96720        | Hilo          | 13,557        |
| 96727        | Honokaa       | 215           |
| 96728        | Honomu        | 10            |
| 96737        | Ocean View    | 6             |
| 96738        | Waikoloa      | 3,050         |
| 96740        | Kailua-Kona   | 9,535         |
| 96743        | Waimea        | 5,219         |
| 96749        | Keaau         | 4,689         |
| 96755        | Kapaau        | 6             |
| 96760        | Kurtistown    | 7             |
| 96771        | Mountain View | 1,107         |
| 96772        | Naalehu       | 8             |
| 96774        | Ookala        | 1             |
| 96776        | Paauilo       | 4             |
| 96777        | Pahala        | 89            |
| 96778        | Pahoa         | 1,872         |
| 96781        | Papaikou      | 157           |
| 96783        | Pepeekeo      | 180           |
| 96785        | Volcano       | 151           |
| <b>TOTAL</b> |               | <b>41,716</b> |



# 2026 Ad Sizes

## Retail Display Column Widths (Broadsheet & Tabloid)

|                 |        |                 |        |
|-----------------|--------|-----------------|--------|
| <b>1 column</b> | 1.513" | <b>4 column</b> | 6.425" |
| <b>2 column</b> | 3.15"  | <b>5 column</b> | 8.062" |
| <b>3 column</b> | 4.787" | <b>6 column</b> | 9.7"   |

## Retail Display Sizes (Broadsheet)

|                   |                               |
|-------------------|-------------------------------|
| 1/8 pg            | 4.787" x 5" (3 Column x 5")   |
| 1/4 pg            | 4.787" x 10" (3 Column x 10") |
| 1/2 pg horizontal | 9.7" x 10" (6 Column x 10")   |
| 1/2 pg vertical   | 4.787" x 20" (3 Column x 20") |
| full page         | 9.7" x 20" (6 Column x 20")   |
| front pg banner   | 9.7" x 2" (6 Column x 2")     |
| 2-page spread     | 21" x 20" (12 Column x 20")   |

## Retail Display Sizes (Tabloid)

|                   |                                 |
|-------------------|---------------------------------|
| 1/8 pg            | 4.787" x 2.5" (3 Column x 2.5") |
| 1/4 pg            | 4.787" x 5" (3 Column x 5")     |
| 1/2 pg horizontal | 9.7" x 5" (6 Column x 5")       |
| 1/2 pg vertical   | 4.787" x 10" (3 Column x 10")   |
| full page         | 9.7" x 10" (10 Column x 10")    |
| front page banner | 9.7" x 2" (6 Column x 2")       |
| 2-page spread     | 20" x 10" (12 Column x 10")     |

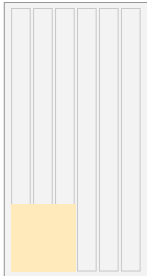
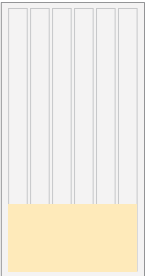
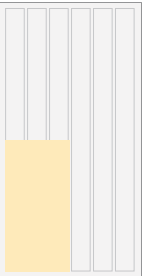
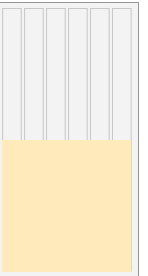
## Classified/Legal Column Widths (Broadsheet & Tabloid)

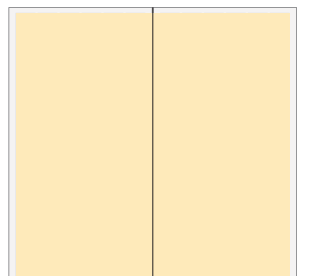
|                 |        |                  |        |
|-----------------|--------|------------------|--------|
| <b>1 column</b> | .895"  | <b>6 column</b>  | 5.787" |
| <b>2 column</b> | 1.873" | <b>7 column</b>  | 6.765" |
| <b>3 column</b> | 2.852" | <b>8 column</b>  | 7.743" |
| <b>4 column</b> | 3.830" | <b>9 column</b>  | 8.721" |
| <b>5 column</b> | 4.808" | <b>10 column</b> | 9.7"   |

## Classified/Legal Page Sizes (Broadsheet & Tabloid)

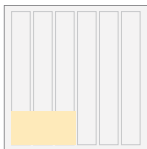
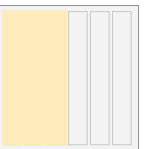
|                          |            |
|--------------------------|------------|
| full page broadsheet     | 9.7" x 20" |
| 2-page spread broadsheet | 21" x 20"  |
| full page tabloid        | 9.7" x 10" |
| 2-page spread tabloid    | 20" x 10"  |

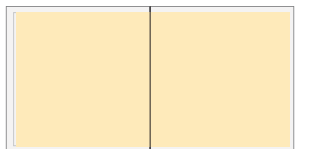
## Hawaii Tribune-Herald - Broadsheet

|                                                                                    |                                                                                     |                                                                                     |                                                                                     |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| <b>1/8 page</b><br>3 Column x 5"                                                   | <b>1/4 page Horiz</b><br>6 Column x 5"                                              | <b>1/4 page Vert</b><br>3 Column x 10"                                              | <b>1/2 page</b><br>6 Column x 10"                                                   |

|                                                                                    |                                                                                     |                                                                                     |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |
| <b>Full page</b><br>6 Column x 20"                                                 | <b>Front-page Banner</b><br>6 Column x 2.5"                                         | <b>2-page Spread</b><br>12 Column x 20"                                             |

## Hawaii Tribune-Herald - Tabloid

|                                                                                      |                                                                                       |                                                                                       |                                                                                       |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| <b>1/8 page</b><br>3 Column x 2.5"                                                   | <b>1/4 page</b><br>3 Column x 5"                                                      | <b>1/2 page Horiz</b><br>6 Column x 5"                                                | <b>1/2 page Vert</b><br>3 Column x 10"                                                |

|                                                                                      |                                                                                       |                                                                                       |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |
| <b>Full page</b><br>6 Column x 10"                                                   | <b>Front Page Ad</b><br>2 Column x 10"                                                | <b>2-page Spread</b><br>12 Column x 10"                                               |

# 2026 Deadlines & Technical Specs

## DEADLINES

| Publication Day  | Sections                                           | Order Deadline<br>& Materials requiring<br>in-house production  | Camera-Ready<br>PDF/X-1a Digital Files**                    | Classified Liner                            |
|------------------|----------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------|
| <b>Monday</b>    | Classifieds<br>Main News                           | Wednesday 2pm<br>Wednesday 2pm                                  | Thursday 2pm<br>Thursday 2pm                                | Friday 2pm<br>-                             |
| <b>Tuesday</b>   | Classifieds<br>Main News                           | Thursday 2pm<br>Thursday 2pm                                    | Friday 2pm<br>Friday 2pm                                    | Monday 2pm<br>-                             |
| <b>Wednesday</b> | Classifieds<br>Main News<br>Hawaii Island Midweek  | Friday 2pm<br>Friday 2pm<br>Friday 2pm <sup>†</sup>             | Monday 2pm<br>Monday 2pm<br>Monday 2pm*                     | Tuesday 2pm<br>-<br>Friday 2pm <sup>†</sup> |
| <b>Thursday</b>  | Classifieds<br>Main News                           | Monday 2pm<br>Monday 2pm                                        | Tuesday 2pm<br>Tuesday 2pm                                  | Wednesday 2pm<br>-                          |
| <b>Friday</b>    | Classifieds, Real Estate<br>Main News              | Tuesday 2pm<br>Tuesday 2pm                                      | Wednesday 2pm<br>Wednesday 2pm                              | Thursday 2pm<br>-                           |
| <b>Saturday</b>  | Classifieds<br>Main News                           | Wednesday 2pm<br>Wednesday 2pm                                  | Thursday 2pm<br>Thursday 2pm                                | Friday 2pm<br>-                             |
| <b>Sunday</b>    | Classifieds<br>Main News<br>Open House<br>TV Guide | Wednesday 2pm<br>Wednesday 2pm<br>Wednesday 2pm<br>Tuesday 2pm* | Thursday 2pm<br>Thursday 2pm<br>Thursday 2pm<br>Friday 5pm* | Friday 2pm<br>-<br>-<br>-                   |

### 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.

### 2-Page Spreads & National Accounts

Please advance all deadlines for national/international, banner pages, and 2-page spread 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 of a minimum 50% of the total 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

Contact your Account Executive for delivery options.

## 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 (Adobe 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.

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

# 2026 Insert and Shipping/Receiving

## SPECIFICATIONS AND DEADLINES

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  
Hours are Monday-Friday from 8 am to 2:30 pm. (HST)  
Closed Holidays.
11. **Honolulu Star-Advertiser**  
4545 Kapolei Parkway  
Kapolei, HI 96707  
808.690.8820

**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 | 4Pages    |
|                                         | Maximum | 120 Pages |
| Pagination: Single Sheet                | Minimum | .005"     |

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

Since MidWeek is a publication delivered by the USPS (Postal Service), all inserts must fit within product. No part of any insert may protrude from the jacket. (The Postal Service uses the term "Host" in reference to the jacket.) Thus, these specifications; 11" along the spine (height for a tab insert) and 10.5" perpendicular to the spine (width for a tab insert), MUST NOT BE EXCEEDED. If any dimension of an insert exceeds this specification, it must be quarterfolded prior to insertion.

### 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 .45" thick while 60# glossy (or enamel) stock is only .3" 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 a \$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.



200 Kanoelehua Avenue, Suite 100B, Hilo, Hawaii 96720  
808-935-6621 • hawaiitribune-herald.com

# 2026 Policies

## RATE AND CREDIT

All advertising shall be prepaid unless credit accommodations have been established beforehand with the Hawaii Tribune-Herald/Hawai'i Island Midweek 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 17.5" deep will be set to full page depth (20") and charged accordingly. Any Hawai'i Island Midweek/tabloid format display ad measuring more than 9" deep will be set to full page depth (10") 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 re-billed at the appropriate higher rate if contract is not fulfilled.

The Hawaii Tribune-Herald/MidWeek 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 subject to Hawaii's general excise tax of 4.712 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.

## COMMERCIAL PRINTING

The Hawaii Tribune-Herald offers a wide variety of full service, quality offset 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" single sheet flyers. These flyers can be composed, printed and inserted into the Hawaii Tribune-Herald and MidWeek. Total market reach or by zones, a wide range of options are available. Ask your Account Executive for details.

## DIRECT MAIL

OPI Direct Mail is one of Hawaii's largest direct mailers for over 25 years. We offer comprehensive and customized direct mail programs including mailing lists, various paper sizes, stocks and weights, and mailing services at very competitive pricing to help your business. For more information, please contact your Account Executive.

## 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.



200 Kanoelehua Avenue, Suite 100B, Hilo, Hawaii 96720  
808-935-6621 • hawaiitribune-herald.com



**NEWSPAPERS:** HONOLULU STAR-ADVERTISER • THE GARDEN ISLAND  
HAWAII TRIBUNE-HERALD • WEST HAWAII TODAY • USA TODAY - HAWAII EDITION • MIDWEEK

**WEBSITES:** STARADVERTISER.COM • HAWAII TRIBUNE-HERALD.COM  
THEGARDENISLAND.COM • WESTHAWAII TODAY.COM • MIDWEEK.COM

500 ALA MOANA BOULEVARD, SUITE 2-200 • HONOLULU, HAWAII 96813 • 808.529.4700

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