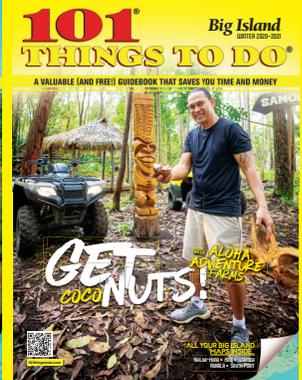
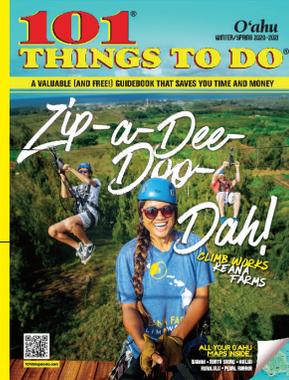


YOUR PRE & POST ARRIVAL GUIDES TO HAWAII

101[®] THINGS TO DO[®]

O'ahu | Big Island



Alamo enterprise rent-a-car National

DRIVE OAHU



Alamo enterprise rent-a-car National

Hertz dollar. Thrifty
CAR RENTAL CAR RENTAL

Maps



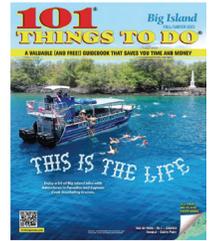
Oahu **opi** Publications
Inc.
Hawaii's Largest Media Company

500 ALA MOANA BOULEVARD • SUITE 2-200
HONOLULU, HAWAII 96813
PHONE 808.529.4700 | OAHUPUBLICATIONS.COM

101 THINGS TO DO®

O'ahu | Big Island

101 Things To Do is a full size magazine committed to providing visitors with quality travel resources, compelling editorial and an even-handed picture of the Hawaiian Islands.



O'ahu

2026 O'AHU SCHEDULE

Issues	Space Deadline	Print Ready
JAN. - APR. 2026	November 28	December 3
MAY. - AUG. 2026	March 30	April 6
SEP. - DEC. 2026	August 3	August 10

Schedule tentative and subject to change.

2026 O'AHU RATES (PER MONTH)

Run of Magazine	1 Issue	3 Issues
Full Page	\$1,038	\$901
Half Page	\$744	\$641
Quarter Page	\$445	\$384

Premium Positions	1 Issue	3 Issues
Inside Front or Page 1	\$1,297	\$1,126
Page 2, 3 or 5	\$1,245	\$1,082
Center Spread	\$2,594	\$2,253
Inside Back	\$1,193	\$1,036
Back Cover	\$1,345	\$1,172

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

Stacie Ayers • 808.594.8985 • sayers@staradvertiser.com

Big Island

2026 BIG ISLAND SCHEDULE

Issues	Space Deadline	Print Ready
JAN. - APR. 2026	November 24	December 1
MAY - AUG. 2026	March 25	April 1
SEP. - DEC. 2026	July 29	August 5

Schedule tentative and subject to change.

2026 BIG ISLAND RATES (PER MONTH)

Run of Magazine	1 Issue	3 Issues
Full Page	\$785	\$688
Half Page	\$507	\$445
Quarter Page	\$335	\$291

Premium Positions	1 Issue	3 Issues
Inside Front or Page 1	\$982	\$859
Page 2, 3 or 5	\$942	\$825
Center Spread	\$1,963	\$1,719
Inside Back	\$903	\$791
Back Cover	\$1,021	\$894

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

Kelly Staszko • 808.930.7312 • kstaszko@hawaiiherald.com
 Valerie Ferrari • 808.930.7306 • vferrari@hawaiiherald.com
 Joe Tustison • 808.930.8643 • jtustison@westhawaii.com



DRIVE OAHU

Drive provides guests with compelling editorial, focusing on excursions by car—activities, entertainment, shopping, dining, beaches, places of interests and more.

2026 OAHU SCHEDULE

Issues	Space Deadline	Print Ready
JAN. - APR. 2026	November 17	November 24
MAY - AUG. 2026	March 15	March 22
SEP. - DEC. 2026	July 19	July 26

Schedule tentative and subject to change.

TO ADVERTISE

Stacie Ayers • 808.594.8985 • sayers@staradvertiser.com

2026 OAHU RATES (PER MONTH)

Run of Magazine	1 Issue	3 Issues
Full Page	\$1,391	\$1,069
Half Page	\$1,017	\$785
Quarter Page	\$605	\$464

Premium Positions	1 Issue	3 Issues
Inside Front or Page 1	\$1,738	\$1,336
Page 2, 3 or 5	\$1,669	\$1,282
Center Spread	\$3,477	\$2,672
Inside Back	\$1,599	\$1,229
Back Cover	\$1,808	\$1,389

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.



500 ALA MOANA BOULEVARD • SUITE 2-200
 HONOLULU, HAWAII 96813
 PHONE 808.529.4700 | OAHUPUBLICATIONS.COM

OAHU *Hertz only*

2026 OAHU SCHEDULE

Issues	Space Deadline	Print Ready
JAN. - JUN. 2026	December 8	December 12
JUL. - DEC. 2026	May 16	May 21

Schedule tentative and subject to change.

2026 OAHU RATES (PER MONTH)

Position	Per Issue
Full Page	\$750
Half Page	\$500
Quarter Page	\$350
Call Out Boxes	\$200

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

Stacie Ayers • 808.594.8985 • sayers@staradvertiser.com

BIG ISLAND *Enterprise & Hertz*

2026 BIG ISLAND SCHEDULE

Issues	Space Deadline	Print Ready
JAN. - JUN. 2026	December 8	December 12
JUL. - DEC. 2026	May 16	May 21

Schedule tentative and subject to change.

2026 BIG ISLAND RATES (PER MONTH)

Position	Per Issue
Full Page	\$750
Half Page	\$500
Quarter Page	\$350
Call Out Boxes	\$200

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

Kelly Staszko • 808.930.7312 • kstaszko@hawaiitribune-herald.com
 Valerie Ferrari • 808.930.7306 • vferrari@hawaiitribune-herald.com
 Joe Tustison • 808.930.8643 • jtustison@westhawaii.com

MAUI *Enterprise & Hertz*

2026 MAUI SCHEDULE

Issues	Space Deadline	Print Ready
JAN. - JUN. 2026	December 8	December 12
JUL. - DEC. 2026	May 16	May 21

Schedule tentative and subject to change.

2026 MAUI RATES (PER MONTH)

Position	Per Issue
Full Page	\$750
Half Page	\$500
Quarter Page	\$350
Call Out Boxes	\$200

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

Stacie Ayers • 808.594.8985 • sayers@staradvertiser.com

KAUA'I *Enterprise & Hertz*

2026 KAUA'I SCHEDULE

Issues	Space Deadline	Print Ready
JAN. - JUN. 2026	December 8	December 12
JUL. - DEC. 2026	May 16	May 21

Schedule tentative and subject to change.

2026 KAUA'I RATES (PER MONTH)

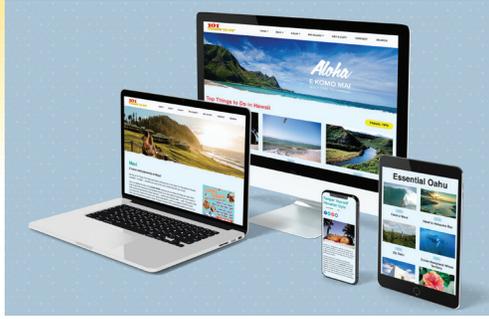
Position	Per Issue
Full Page	\$750
Half Page	\$500
Quarter Page	\$350
Call Out Boxes	\$200

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25% to the price.

TO ADVERTISE

Sally Cravens • 808.212.8240 • scravens@thegardenisland.com

101[®] THINGS TO DO[®].com



101 Things To Do employs a staff of knowledgeable sales professionals who will work with you to ensure your success and provide you with online sales reports every month detailing site impressions, click-throughs, yields and traffic statistics. They will continually help you position your message on the site for premium results and can help design and build your campaign materials.

TO ADVERTISE

Stacie Ayers • 808.594.8985 • sayers@staradvertiser.com

PRODUCTION SPECIFICATIONS

TRIM SIZE: 8" x 10.625"

SAFETY: All live matter must be at least 0.375" from trim on all sides.

Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

Full Page trim size: 8"w x 10.625"h

Full Page with bleed: 8.25"w x 10.875"h

Build to trim size (8"w x 10.625"h) and extend the bleed .125" beyond trim on all sides.

2-Page Spread trim size: 16"w x 10.625"h

2-Page Spread with bleed: 16.25"w x 10.875"h

Build to trim size (16"w x 10.625"h) and extend the bleed .125" beyond trim on all sides.

1/2 Page Horizontal: 7.25" x 4.8125"

1/2 Page Vertical: 3.85" x 9.875"

1/4 Page: 3.5" x 4.8125"

AD DESIGN CHARGES

Full Page	\$250.00
Half Page	\$125.00
Quarter Page	\$125.00



HAWAII EDITION USA TODAY

The nation's number one national newspaper printed the same day Monday thru Friday. With Waikiki retail and hotel distribution, USA Today is ideal for reaching the visitor who is interested in reading national news.

TO ADVERTISE

Stacie Ayers • 808.594.8985 • sayers@staradvertiser.com

DIGITAL AD REQUIREMENTS

All ad submissions must be PDF/X-1a files

The PDF/X-1a files must have:

- All fonts embedded.
- CMYK or Grayscale color space. No RGB, LAB or embedded color profiles (such as ICC profiles).
- All PMS or Pantone colors must be converted to CMYK.
- Resolution: 300 dpi
- Maximum ink density: 300 total.

Failure to submit a SWOP or laser proof may jeopardize the final content within your ad. We will not be responsible for improperly prepared files. It is the responsibility of the advertiser to notify us of any ad changes or intent to provide a new print-ready ad prior to the print-ready deadline.

ONLY PRINT-READY ADS ARE ACCEPTED.

ELECTRONIC DELIVERY

Contact your Account Executive for delivery options.