

# VOICE

• OAHU'S COMMUNITY NEWS •

## ADVERTISING RATES

FOR THE WEEK OF JANUARY 7, 2026

**VOICE**  
WINDWARD O'AHU COMMUNITY NEWS

IN THE  
Windward Edition  
find out more  
SEE PAGE 4

BY THE  
Windward Edition  
find out more  
SEE PAGE 7

• PUBLISHED BY MidWeek • AN EDITION OF Star Advertiser



**Gift Given For Scholarships**  
BY WINDWARD O'AHU VOICE STAFF

The Lanikai Outdoor Circle recently awarded \$3,000 to fund environmental studies scholarships at Windward Community College. This gift will be awarded to students during the coming academic year. Since 1993, LKOCC scholarships have been awarded to more than 80 students studying agriculture and environmental studies at WCC.

"As part of our educational outreach, all of us at LKOCC have been proud to provide scholarships to the next generation of students of our 'aha," says Diane Harding, Lanikai Outdoor Circle president. "We look forward to helping students at WCC be successful in their college studies — they will be the future for keeping our islands, clean, green and beautiful!"

Adds the school's chancellor Audie Eschbacher, "Thank you to the Lanikai Outdoor Circle for their generosity, supporting WCC and our students. Scholarships are fundamental to student success and LKOCC has made this a priority for decades."

Windward Community College Chancellor Audie Eschbacher (right) joins Lanikai Outdoor Circle president Diane Harding (center) and UH Scholarships for Students' Director, Dr. Deborah Lusk (left) presenting a check for \$3,000 to WCC. Photo courtesy of WCC.

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FOR THE WEEK OF JANUARY 7, 2026

**VOICE**  
EAST O'AHU COMMUNITY NEWS

IN THE  
East Oahu Edition  
find out more  
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East Oahu Edition  
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**Pair Lauded For Rescue At Sea**  
BY KYLE HARRIS

Wendy Spence Allen and Adelle Spence were the first to spot a person in the water on Jan. 15. The two were on their way to work at the Lanikai Outdoor Circle when they spotted a person in the water. They immediately called 911 and stayed with the person until help arrived. The two were praised for their quick action and bravery.

ILLI FONG-PIANO

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FOR THE WEEK OF JANUARY 7, 2026

**VOICE**  
CENTRAL O'AHU COMMUNITY NEWS

IN THE  
Central Oahu Edition  
find out more  
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Central Oahu Edition  
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**STEM Center Holds Blessing**  
BY CENTRAL O'AHU VOICE STAFF

A blessing ceremony was held at the new STEM Center at the University of Hawaii at Manoa. The ceremony was held on Jan. 15 and was attended by many community members. The new center will provide a space for students to learn and grow in the field of STEM.

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FOR THE WEEK OF JANUARY 7, 2026

**VOICE**  
WEST O'AHU COMMUNITY NEWS

IN THE  
West Oahu Edition  
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**Registration Open For Energy Project**  
BY WEST O'AHU VOICE STAFF

Residents, including those living in West O'ahu, can now register for the Home's State Energy Center's new Training for Residential Energy Contractors program. The program is a statewide initiative to grow the local energy contractor workforce and prepare professionals to provide home energy upgrades for the state Home Energy Rebates program. Participants will receive hands-on training and nationally recognized certifications.

Program partners include IIS Sustainability, a local sustainability consulting company focused on energy and wastewater development. Everblue, an industry national training provider, and Eia & Star, a statewide award-winning contractor and installer, are also partners.

"By equipping contractors with nationally recognized certifications and hands-on training, we're ensuring that home energy upgrades are delivered by the very people who call these islands home," says Elizabeth Thompson-Peña, co-founder of IIS Sustainability. Register at [bit.ly/ig2026](http://bit.ly/ig2026).

NEW! AND BRIGHT  
The Rio Center and member volunteer Gerry Arroyo-Thompson (center) joined with her grandsons, Leo, left, and grandfather, Carlos, of the Carlos Arroyo-Thompson & Family Foundation (right) for the event in Kaneohe on Dec. 28. More photos on page 10.  
PHOTO COURTESY THE CARLOS ARROYO-THOMPSON FOUNDATION

**4.75% APY\*. \$50 CASH BACK. PURE JOY.**  
At Honolulu Federal Credit Union (HFCU), we're celebrating our 100th birthday this season. Our delicious Holiday Boost delivers double the rewards through January 31, 2026 — giving you more reasons to celebrate. CALL 808-777-5646 OR VISIT [MYHOCU.COM/BOOST](http://MYHOCU.COM/BOOST) TO GET STARTED TODAY

HOCU

FOR THE WEEK OF JANUARY 7, 2026

**VOICE**  
LEIWARD O'AHU COMMUNITY NEWS

IN THE  
Leeward Oahu Edition  
find out more  
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BY THE  
Leeward Oahu Edition  
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**Registration For Park Activities Opens**  
BY LEIWARD O'AHU VOICE STAFF

Registration for the 2026 Park Activities is now open. The activities include a variety of events for all ages and abilities. Registration is open until Jan. 31, 2026. For more information, visit [www.hawaii.gov/parks](http://www.hawaii.gov/parks).

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FOR THE WEEK OF JANUARY 7, 2026

**VOICE**  
HONOLULU COMMUNITY NEWS

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Honolulu Edition  
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**Longtime Friends Rescue Man At Sea**  
BY HONOLULU VOICE STAFF

Two longtime friends of a man who had been missing at sea for over 24 hours were instrumental in his rescue. The man was found by a longline fishing boat on Jan. 15. The two friends were on the boat and were able to identify the man. The man was rescued and is now recovering in a hospital.

AMERICAN 100

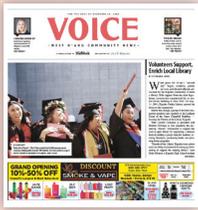
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500 Ala Moana Blvd, Suite 2-200, Honolulu, Hawaii 96813  
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REVISED JANUARY 31, 2026

# Reach Your Target Community

## WEST OAHU VOICE - 50,394 HOMES



ZIP CODE	CITY	OCCUPIED HOMES	VOICE CIRCULATION
96797	WAIPAHA (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

## HONOLULU VOICE - 38,158 HOMES



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

## 2026 PUBLICATION DATES

**JANUARY** 7, 14, 21, 28  
**FEBRUARY** 4, 11, 18, 25  
**MARCH** 4, 11, 18, 25  
**APRIL** 1, 8, 15, 22, 29  
**MAY** 6, 13, 20, 27  
**JUNE** 3, 10, 17, 24  
**JULY** 1, 8, 15, 22, 29  
**AUGUST** 5, 12, 19, 26  
**SEPTEMBER** 2, 9, 16, 23, 30  
**OCTOBER** 7, 14, 21, 28  
**NOVEMBER** 4, 11, 18, 25  
**DECEMBER** 2, 9, 16, 23, 30

## WEEKLY DEADLINES

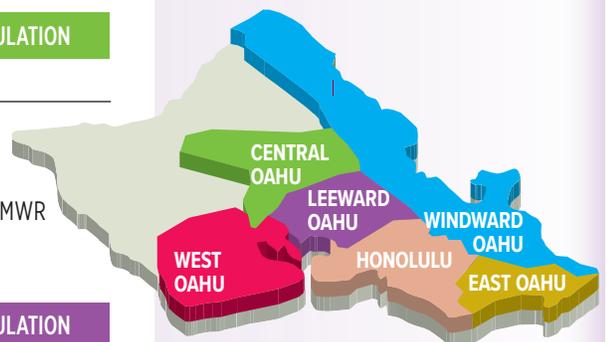
**SPACE:** TUESDAY, 3 PM  
**CAMERA READY:** THURSDAY, 10 AM

## 2026 PUBLICATION DATES

**JANUARY** 7, 21  
**FEBRUARY** 4, 18  
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**MAY** 6, 20  
**JUNE** 3, 17  
**JULY** 1, 15  
**AUGUST** 5, 19  
**SEPTEMBER** 2, 16  
**OCTOBER** 7, 21  
**NOVEMBER** 4, 18  
**DECEMBER** 9, 23

## WEEKLY DEADLINES

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



# VOICE 2026 Advertising Rates

## WEST OAHU WINDWARD OAHU



## HONOLULU EAST OAHU CENTRAL OAHU LEEWARD OAHU



### 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

**Shop Local HI** (See back for more information.)  
(30-Days) \$45 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 per ad will be added for all ROP ads.

### 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

**Shop Local HI** (See back for more information.)  
(30-Days) \$45 per ad will be added for all ROP ads.  
(7-Days) \$15 per ad will be added for all ROP ads.



### Digital Replica Edition

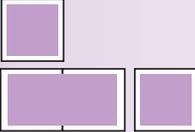
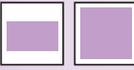
\$5 per ad will be added for all ROP ads.

## Premium Positions

Includes Full Color

### WEST OAHU WINDWARD OAHU

### HONOLULU EAST OAHU CENTRAL OAHU LEEWARD OAHU

	<b>4-Page Wrap</b> Full Color Cover (9.7" x 10") + 2-Page Spread Story (20" x 10") + Full Page Advertisement (9.7" x 10")	<b>Open</b> \$3,500/wk				<b>1x</b> \$3,500/wk
	<b>Cover Story + Ad</b> Full Page Cover (9.7" x 10") + Full Page Advertisement (9.7" x 10")	<b>Open</b> \$1,800/wk				<b>1x</b> \$1,800/wk
	<b>Half Page (H) Advertorial (Ad + Story)</b> Horizontal Half Page Advertisement (9.7" x 5") + Horizontal Half Page Story (9.7" x 5")	<b>Open</b> \$2,000/wk	<b>13x</b> \$1,800/wk	<b>26x</b> \$1,500/wk	<b>52x</b> \$1,000/wk	<b>Open</b> <b>24x</b> \$2,000/wk   \$1,500/wk
	<b>Half Page (V) Advertorial (Ad + Story)</b> Vertical Half Page Advertisement (4.787" x 10") + Vertical Half Page Story (4.787" x 10")	<b>Open</b> \$2,000/wk	<b>13x</b> \$1,800/wk	<b>26x</b> \$1,500/wk	<b>52x</b> \$1,000/wk	<b>Open</b> <b>24x</b> \$2,000/wk   \$1,500/wk
	<b>Quarter Page Advertorial (Ad + Story)</b> Quarter Page Advertisement (4.787" x 5") + Quarter Page Story (4.787" x 5")	<b>Open</b> \$1,500/wk	<b>13x</b> \$1,000/wk	<b>26x</b> \$750/wk	<b>52x</b> \$500/wk	<b>Open</b> <b>24x</b> \$1,500/wk   \$750/wk
	<b>Front Page Ear</b> Ear Advertisement (2.25" x 2.25")	<b>Open</b> \$325/wk	<b>13x</b> \$275/wk	<b>26x</b> \$250/wk	<b>52x</b> \$200/wk	<b>Open</b> <b>24x</b> \$325/wk   \$250/wk
	<b>Front Page Banner</b> Banner Advertisement (9.7" x 2")	<b>Open</b> \$500/wk	<b>13x</b> \$450/wk	<b>26x</b> \$400/wk	<b>52x</b> \$340/wk	<b>Open</b> <b>24x</b> \$500/wk   \$400/wk
	<b>Back Page</b> Full Page Advertisement (9.7" x 10")	<b>Open</b> \$3,850/wk	<b>13x</b> \$3,400/wk	<b>26x</b> \$3,050/wk	<b>52x</b> \$2,750/wk	<b>Open</b> <b>24x</b> \$3,850/wk   \$3,050/wk
	<b>Centerspread</b> 2-Page Spread Advertisement (20" x 10")	<b>Open</b> \$6,825/wk	<b>13x</b> \$6,280/wk	<b>26x</b> \$5,725/wk	<b>52x</b> \$5,200/wk	<b>Open</b> <b>24x</b> \$6,825/wk   \$5,725/wk

## SHOP LOCAL HI



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

- Interactive Digital Display Ad featuring your print ad, rotating through staradvertiser.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.
- \$45 per ad or \$20 per ads on contract will be added for all ROP ads.



## 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" × 2.5"
1/4 pg	4.787" × 5"
1/2 pg	9.7" × 5" or 4.787" × 10"
full pg	9.7" × 10"
front pg banner	9.7" × 2"
double truck	20" × 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**



#### Honolulu & Leeward Oahu

Brian Kumura  
808-342-8775  
brian.kumura@staradvertiser.com



#### Leeward Oahu & Central Oahu

Ryan Owens  
808-745-5027  
ryan.owens@staradvertiser.com



#### Windward Oahu

Kellie Nakahara  
808-529-4364  
kellie.nakahara@staradvertiser.com



#### Honolulu & East Oahu

Elizabeth Vanderford  
808-342-8522  
elizabeth.vanderford@staradvertiser.com



#### West Oahu & Central Oahu

Blaine Higa  
808-529-4727  
blaine.higa@staradvertiser.com



#### Windward Oahu

Stacie Ayers  
808-529-4356  
stacie.ayers@staradvertiser.com



#### Honolulu

Rachel Yasunaga  
808-745-6331  
rachel.yasunaga@staradvertiser.com



#### West Oahu

Ci-Ci Hirao  
808-630-4134  
cici.hirao@staradvertiser.com