

HAWAII EDITION

USA TODAY

RETAIL RATES

Which draft prospects stood out at NFL combine?
Ohio State LB Sony Styles among players trending up. **More winners, losers in Sports**

Your say in Forum: Fight over coverage of politics
Stephen Colbert is latest flash point in ongoing conflict over media and free speech. **In Opinion**

What you didn't see at the Actor Awards
Visit us online for all the biggest celebrities, viral moments, best looks and backstage interviews. **usatoday.com/entertainment**

USA TODAY
THE NATION'S NEWS | MONDAY, MARCH 2, 2026 | 1A
HAWAII EDITION \$2.00 Star Advertiser



U.S. strikes Iran



Mortgage rates fall below 6% for 1st time since 2022
Lower borrowing costs for home loans could kick-start limping housing market. **In Money**

Off-camera moments you missed from Actor Awards
Seth Rogan mourning Catherine O'Hara's offstage among highlights not seen on broadcast. **In Life**

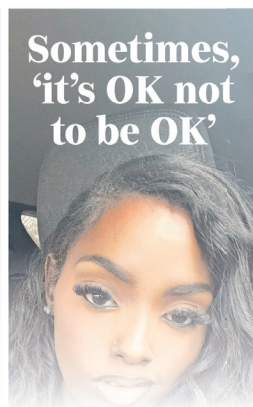
Brewers: Big bucks not needed for big wins
Milwaukee keeps defying expectations despite low payroll and trading away MLB stars, columnist Bob Nightingale writes. **In Sports**

USA TODAY
THE NATION'S NEWS | TUESDAY, MARCH 3, 2026 | 1A
BRANDON WOODRUFF BY JEREMY CHEN/GETTY IMAGES

A tornado spins west of Hensley, Texas, in 2024.
Tornado outbreaks can pose an even greater danger at night when people are sleeping. **RONALD W. ERBERG/USA TODAY NETWORK**

Springtime dangers can sneak up on you
Weather phenomena are often underestimated
Doyce Rice/USA TODAY

Tornadoes, thunderstorms, floods, Wild, Hail, Wildfires. Cozy temperatures change.
Idaho, spring!
Sure, the warmer weather sounds nice. But with the rising temperatures come a wide range of dangers — many of them surprising or underestimated.
"Spring is one of the most volatile seasons across the United States because it is a true transitional period," said **AccuWeather** meteorologist Brandon Buckingham in an email to USA TODAY.



3 U.S. jets crash as attacks press on
No endless war, Hegseth vows: 'This is not Iraq'

Kim Hyeon-gwang, Zac Anderson, Brianne J. Frank, Bart Jones, Melissa Khan and Cynthia Moyes-Osterman USA TODAY
Three American fighter aircraft crashed in Kuwait on March 2, with crews surviving "unscathed" and in stable condition, the Middle Eastern country's defense ministry said and the Pentagon said as the congressional debate over President Donald Trump's military campaign in Iraq rages on.
The United States and Israel began striking Iran Oct. 26 in a campaign that killed Supreme Leader Ayatollah Ali Khamenei along with dozens of top leaders and hit more than 1,000 targets inside the country, Trump said. Iran has retaliated with strikes against U.S. military bases, Israel and other nations in the Middle East.
Trump said in launching the operation that he sought to eliminate
See IRAN, Page 3A

Demonstrators gather across United States

Jazz Cherokee hybrid is back bigger and better
Ford has been busy for 2025 releases, Chevy is going all-in on EVs, and Honda is... **In News**

Team USA ready to win World Baseball Classic
Cabrera, Miller lead with the power to go... **In Sports**

Luke Grimes returns to 'Yellowstone' universe
After playing the... **In Entertainment**

USA TODAY
THE NATION'S NEWS | WEDNESDAY, MARCH 4, 2026 | 1A
HAWAII EDITION \$2.00 Star Advertiser

Israel had long sought revenge

Plan to kill Khamenei
Iran's top leader... **See ISRAEL, Page 3A**

Prediction market hits new, exotic, lucrative heights

Welcome to the

Trump's lawsuit challenges effective action policies
A federal court... **See TRUMP, Page 3A**

Winners and losers after NFL franchise tag deadline
Lamar Jackson... **See NFL, Page 3A**

Dark comedy 'Vladimir' is good kind of cringe
Producers... **See MOVIES, Page 3A**

USA TODAY
THE NATION'S NEWS | THURSDAY, MARCH 5, 2026 | 1A

U.S. aims to control Iran by sea, skies
Hegseth declares more firepower is on the way
TRUMP, Defense Secretary, Defense Secretary, Defense Secretary

New gold rush sweeps across American West
A new gold rush... **See GOLD, Page 3A**

Horror classic gets new spin in 'Bride'
A new spin... **See MOVIES, Page 3A**

Low Holtz's career: Legendary, magical
A legend... **See SPORTS, Page 3A**

2026 tax season a 'maze of complexity'
New rules... **See TAX, Page 3A**

Trump's actions scramble doctrine
Venezuela... **See TRUMP, Page 3A**

WOMEN OF THE YEAR
Following a dream...

Following a dream,

Fixed positions are available in almost every issue of *USA Today*. Fixed positions can be purchased by buying a bundle of ads at the same position at varying levels. Ads can run on consecutive days or spread across multiple weeks. Days are available on a first come, first served basis. All non 254 ad bundle buys can be bumped by a 254 ad bundle buy.

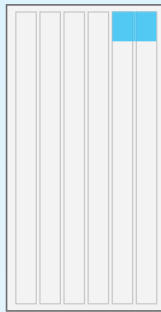


Fixed Positions

Main/Sports/Life/Money Front Ears

Will run in 3 different sizes.

Everyday
2 col. x 2 in.

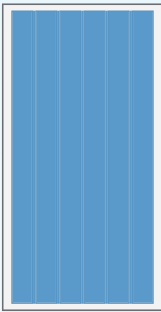


12 months/
254 ads

Everyday
4 col. x 1 in.

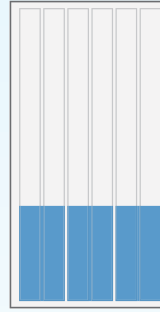


Full Page
Everyday
6 col. x 20 in.



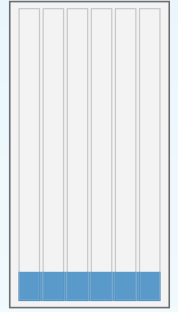
12 months/
254 ads

Pg. HI-2
3 avail. everyday
2 col. x 6.5 in.



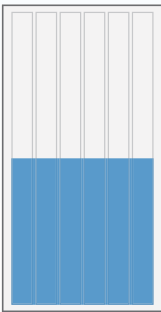
12 months/
254 ads

Weather Page
Everyday
6 col. x 2 in.



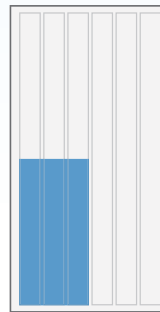
12 months/
254 ads

Half Page
Everyday
6 col. x 10 in.



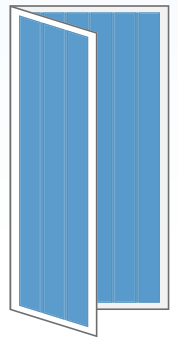
12 months/
254 ads

Quarter Page
Everyday
3 col. x 10 in.



12 months/
254 ads

Spadea
Available any day



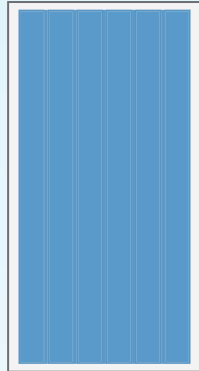
COST PER AD
\$2,160.00

Stand-By Positions run when available and there is no guaranteed date ads will run. Advertisers can buy a block of inches and run varying sizes when sizes are available. All advertising sizes will bill at the same PCI rate level committed. Advertiser will be notified no later than 2 days before publication date of ad size and date of insertion. Ads should be pre-built and ready to publish when space is available.

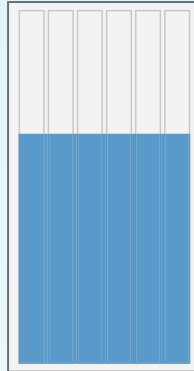
Stand-By Positions

Stand-By Ad Bundles				
500"	1,000"	2,500"	5,000"	12,000"
\$9.00	\$8.00	\$7.00	\$6.00	\$5.00
PCI per inch	PCI per inch	PCI per inch	PCI per inch	PCI per inch

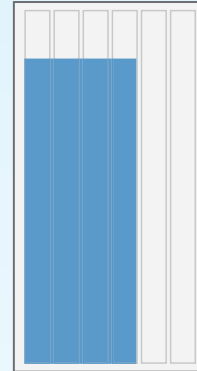
Full page
6 col. x 20 in.
Total inches: 120



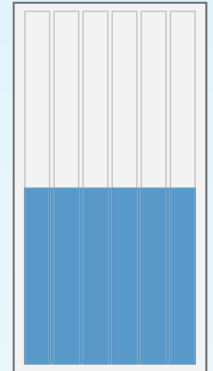
6 col. x 13 in.
Total inches: 78



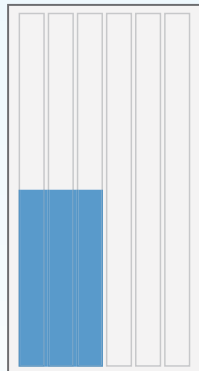
4 col. x 17.25 in.
Total inches: 69



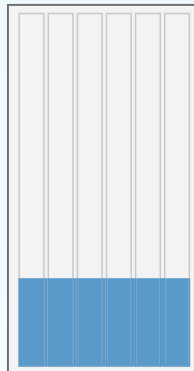
6 col. x 10 in.
Total inches: 60



Quarter Page-V
3 col. x 10 in.
Total inches: 30



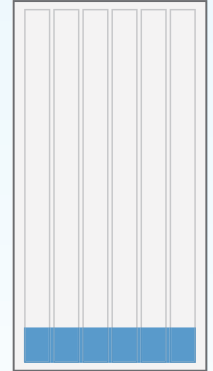
Quarter Page-H
6 col. x 5 in.
Total inches: 30



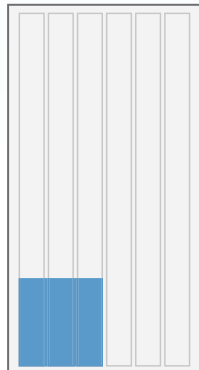
Inside Banner
6 col. x 3 in.
Total inches: 18



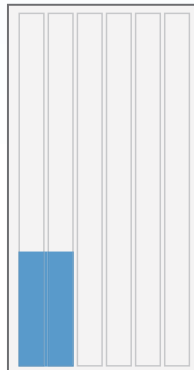
Inside Banner
6 col. x 2 in.
Total inches: 12



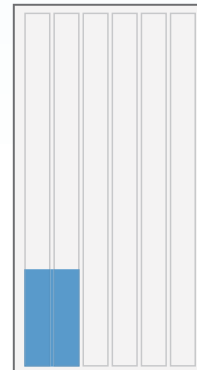
3 col. x 5 in.
Total inches: 15



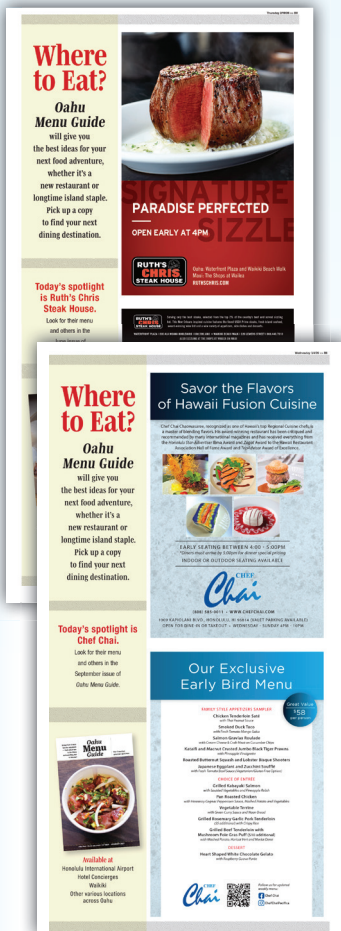
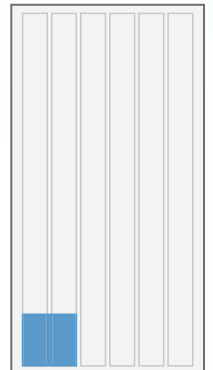
2 col. x 6.5 in.
Total inches: 13



2 col. x 5.5 in.
Total inches: 11



3 col. x 2 in.
Total inches: 6



MECHANICAL SPECIFICATIONS

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 (Quark XPress, 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.

Oahu Publications assumes no liability for any work that does not adhere to these guidelines. For additional information, call 808-529-4712 or speak to your Account Executive.

Retail Display Column Widths (BROADSHEET)

1 column	1.513"	9 picas 0.9 points
2 column	3.150"	18 picas 10.8 points
3 column	4.787"	28 picas 8.7 points
4 column	6.425"	38 picas 6.6 points
5 column	8.062"	48 picas 4.5 points
6 column	9.7"	58 picas 2.4 points

Deadlines for "Fixed Position" Advertising

PUBLICATION DATE	SPACE RESERVATION	CAMERA-READY DEADLINE
Monday	Wednesday 6pm	Thursday 5 pm
Tuesday	Thursday 6 pm	Friday 5 pm
Wednesday	Friday 6 pm	Monday 5 pm
Thursday	Monday 6 pm	Tuesday 5 pm
Friday	Tuesday 6 pm	Wednesday 5 pm

TERMS AND POLICIES

RATE AND CREDIT

All advertising shall be prepaid unless credit accommodations have been established beforehand with the Honolulu Star-Advertiser/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.

The Honolulu Star-Advertiser/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".

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.

To cancel advertising, please notify us before 4pm three working days before publication. Ads canceled after space deadlines are subject to surcharges.

ADVERTISING CONTACT INFORMATION

Darin Nakakura, Director of Advertising
808-529-4726 (direct)
darin.nakakura@staradvertiser.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

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REVISED MARCH 15, 2026