



# REACH

THE NORTH SHORE  
ALL OF O'AHU  
ALL ISLANDS

## BE SEEN

Reach your target customer online + mobile and Social Media.

Every digital ad program with NSN includes targeted social & Star Advertiser exposure.

STAY TOP OF MIND  
WITH YOUR CUSTOMERS



ONLINE



STAR ADVERTISER



FACEBOOK



INSTAGRAM

## YOUR CHOICE: YOUR AUDIENCE

You select the region where your ads will appear and you have the choice to only display your ads to specific demographics and interests...

	NORTH SHORE	O'AHU	ALL ISLANDS
EVERYONE 18+	26,000	590,000	880,000
BUSINESS OWNERS	2,600	31,000	75,000
FOODIES	2,200	85,000	120,000
HEALTHY LIFESTYLE	8,000	86,000	130,000
HOME SHOPPERS	2,800	59,000	85,000
HOMEOWNERS	15,000	590,000	500,000
PET OWNERS	4,900	110,000	160,000
SURFERS	9,200	101,000	140,000
TOURISTS	5,000	150,000	280,000

\*FIND OUT IF YOUR PERFECT AUDIENCE IS AVAILABLE FOR TARGETING CALL (808) 757-9296

## ALSO INCLUDED

**GRAPHICS** We can design your ads specific to each placement/network.

**INTRODUCTORY PROMO** No extra fee for ad placement on social and Star Advertiser.



# DIGITAL MEDIA KIT 2018

UPDATED 1/13/2018

## STRAIGHTFORWARD PRICING

\$600.....30 DAY AD ROTATION

\$1100.....60 DAY AD ROTATION

\$300.....12 MONTH BUSINESS LISTING (NSN ONLINE ONLY)

\$2500.....14 DAY HOMEPAGE TAKEOVER (NSN ONLINE ONLY)

### SITE LAUNCH PROMO

Packages INCLUDE ads in rotation on NSN, HSA, and Social Media!

## DISCOUNTS & DETAILS

10% DISCOUNT FOR ACTIVE PRINT ADVERTISERS (includes bulletin board & classifieds)

20% DISCOUNT FOR 501(c)3 NON-PROFIT ORGANIZATIONS

25% DISCOUNT FOR 12 MONTH ONGOING (3 months free after 10 consecutive months paid)

## FREQUENT QUESTIONS

### Are there any contracts or commitments?

While we offer substantial discounts to repeat advertisers, there is no ongoing commitment.

### How do I measure the success of my advertising?

We report on three key analytics each month

**Impressions:** The number of times someone saw you

**Clicks:** The number of times someone clicked/tapped

**Frequency:** The average number of times each person saw your ad.

### My business is in Honolulu, why advertise with NSN?

Many of our advertisers operate outside of O'ahu's North Shore because our influence, readership, and digital advertising reaches all of Hawai'i + beyond.

### Can I target a specific Zip Code in Hawai'i?

Yes! We would love to be your resource for targeted location, interest, and demographic advertising on social & digital media.

### Can I advertise a specific promo/event?

Yes. Our advertisers can use their program for general awareness or to get the word out on specific promos.

## DESIGN GUIDE

We can design your ads (free)

Facebook & Insta ads are sponsored newsfeed content with headlines & descriptions

INSTAGRAM

1080px X 1080px

FACEBOOK

1200px X 628px

LEADERBOARD 728px X 90px

SQUARE

300px X 250px

On-site ads are images with text.



## CONTACT

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To reserve a digital advertising program or to ask questions about our marketing programs, contact:

**Chris Wall**

Digital Director

(808) 757-9296

[chris@straffordmedia.com](mailto:chris@straffordmedia.com)

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To reserve advertising space in our Print Publication, submit press releases, or for questions/comments related to editorial content, contact:

**Linda Seyler**

Publisher

(808) 637-3138

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