



Jay Higa  
<JHiga@staradvertiser.com>

10/26/2012 03:45 PM

To "Alyson.K.Yim@hawaii.gov" <Alyson.K.Yim@hawaii.gov>,  
cc "carty.s.chang@hawaii.gov" <carty.s.chang@hawaii.gov>,  
"edwin.y.matsuda@hawaii.gov"  
<edwin.y.matsuda@hawaii.gov>,  
bcc  
Subject RE: Star-Advertiser Ear Ads

Hi Alyson – not a problem.  
The pricing is as follows:

Main News: 10/30, 11/5, 11/6	\$2,500 each
Local Section: 10/31, 11/1, 11/2, 11/3	\$2,000 each

Total 7 days \$15,500 (net plus tax)

Thanks.

**From:** Alyson.K.Yim@hawaii.gov [mailto:Alyson.K.Yim@hawaii.gov]  
**Sent:** Friday, October 26, 2012 3:38 PM  
**To:** Jay Higa  
**Cc:** carty.s.chang@hawaii.gov; edwin.y.matsuda@hawaii.gov; laura.a.stevens@hawaii.gov; Shannan Okinishi; Kris Takata  
**Subject:** Re: Star-Advertiser Ear Ads

Hi Jay-  
Thank you for the clarification. We understand that these ads would come with a premium, but I needed to make sure we didn't commit a procurement violation.  
Please proceed with the ad dates previously indicated by Laura.  
We will be paying by State Purchase Order - can a get a price quote so we can start processing the PO?  
Alyson

From: Jay Higa <JHiga@staradvertiser.com>  
To: "alyson.k.yim@hawaii.gov" <alyson.k.yim@hawaii.gov>, Shannan Okinishi <SOkinishi@staradvertiser.com>,  
Cc: "laura.a.stevens@hawaii.gov" <laura.a.stevens@hawaii.gov>, "carty.s.chang@hawaii.gov" <carty.s.chang@hawaii.gov>, "  
edwin.y.matsuda@hawaii.gov" <edwin.y.matsuda@hawaii.gov>  
Date: 10/26/2012 03:16 PM  
Subject: FW: Star-Advertiser Ear Ads

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Hi Alyson – Shannan is on vacation today. The front page ear is considered a premium position because of its uniqueness and exclusivity. There are only two ad units on the front page of the

newspaper and/or section – the ear and a banner ad on the bottom – and both are considered premium positions. Because of their uniqueness and exclusivity, there is an additional premium that is placed on these ads.

The vendor list is for retail advertising and does not include premium positions.

Thanks.

**Jay Higa**

**Director of Business Development, Honolulu Star-Advertiser**

Direct: (808) 529-4712

Fax: (808) 529-4898

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Begin forwarded message:

**From:** "[Alyson.K.Yim@hawaii.gov](mailto:Alyson.K.Yim@hawaii.gov)" <[Alyson.K.Yim@hawaii.gov](mailto:Alyson.K.Yim@hawaii.gov)>

**Date:** October 26, 2012 10:59:54 AM HST

**To:** Kris Takata <[KTakata@staradvertiser.com](mailto:KTakata@staradvertiser.com)>

**Cc:** "[Laura.A.Stevens@hawaii.gov](mailto:Laura.A.Stevens@hawaii.gov)" <[Laura.A.Stevens@hawaii.gov](mailto:Laura.A.Stevens@hawaii.gov)>, Shannan Okinishi <[SOkinishi@staradvertiser.com](mailto:SOkinishi@staradvertiser.com)>, "[Carty.S.Chang@hawaii.gov](mailto:Carty.S.Chang@hawaii.gov)" <[Carty.S.Chang@hawaii.gov](mailto:Carty.S.Chang@hawaii.gov)>, "[Edwin.Y.Matsuda@hawaii.gov](mailto:Edwin.Y.Matsuda@hawaii.gov)" <[Edwin.Y.Matsuda@hawaii.gov](mailto:Edwin.Y.Matsuda@hawaii.gov)>

**Subject: Re: Star-Advertiser Ear Ads**

Hi Kris and Shannan-

I'll fill out the new client form and send it back shortly.

I need some justification for the ad pricing to make this procurement.

The Star-Advertiser is the approved vendor on the State price list for newspaper publication. As such, there is a specified price list:

We believe ours would be considered "retail ads". Were the prices quoted following this price list? If not, can you provide a revised quote along with a breakdown of other costs - what is the additional cost for the location requested? What is the additional cost for color?

Thank you.

Alyson

587-0259

From: Kris Takata <[KTakata@staradvertiser.com](mailto:KTakata@staradvertiser.com)>

To: "[Alyson.K.Yim@hawaii.gov](mailto:Alyson.K.Yim@hawaii.gov)" <[Alyson.K.Yim@hawaii.gov](mailto:Alyson.K.Yim@hawaii.gov)>,

Cc: Shannan Okinishi <[SOkinishi@staradvertiser.com](mailto:SOkinishi@staradvertiser.com)>, "[Laura.A.Stevens@hawaii.gov](mailto:Laura.A.Stevens@hawaii.gov)" <[Laura.A.Stevens@hawaii.gov](mailto:Laura.A.Stevens@hawaii.gov)>

Date: 10/26/2012 10:22 AM  
Subject: Re: Star-Advertiser Ear Ads

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Hi Alyson,

Please fill out the attached new client form so we can get an account set up for you

Thank you!  
Kris

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**From:** Shannan Okinishi <[SOkinishi@staradvertiser.com](mailto:SOkinishi@staradvertiser.com)>  
**Date:** Fri, 26 Oct 2012 08:59:16 -1000  
**To:** <[Laura.A.Stevens@hawaii.gov](mailto:Laura.A.Stevens@hawaii.gov)>  
**Cc:** <[Alyson.K.Yim@hawaii.gov](mailto:Alyson.K.Yim@hawaii.gov)>, Kris Takata <[KTakata@staradvertiser.com](mailto:KTakata@staradvertiser.com)>  
**Conversation:** Star-Advertiser Ear Ads  
**Subject:** Re: Star-Advertiser Ear Ads

Thanks Laura!

Alyson, Kris Takata is my assistant and she will be working with you to set up the account and payment She can be reached at 529-4889 and [ktakata@staradvertiser.com](mailto:ktakata@staradvertiser.com).

Laura, I am happy to build the ads for you at no extra charge. Please send both Kris and myself the copy and images you would like to use. We will get you a proof back with final approval due on Monday 10/29. As I mentioned because the ad is political in nature, it will need to be reviewed and approved by our publisher prior to printing.

Thanks again  
Shannan

Shannan Okinishi  
Honolulu Star-Advertiser  
(808) 529-4891 office  
(808) 294-3538 cell

On Oct 26, 2012, at 8:40 AM, "[Laura.A.Stevens@hawaii.gov](mailto:Laura.A.Stevens@hawaii.gov)" <[Laura.A.Stevens@hawaii.gov](mailto:Laura.A.Stevens@hawaii.gov)> wrote:

Aloha Shannan,

We'd like to schedule the following 7 dates.

Main News: 10/30, 11/5, 11/6  
Local Section: 10/31, 11/1, 11/2, 11/3

Please let me know what the next steps are for setting up an account unless our DLNR Engineering division already has an account with Star Advertiser. I've copied Alyson Yim as she is the DLNR contact that I will be working with for payment of the ads.

I will send you artwork shortly. When would we need to confirm the proof by?

Mahalo,

Laura Stevens

Laura A Stevens  
Education and Outreach Coordinator  
Office of the Chairperson  
Department of Land and Natural Resources

Kalanimoku Bldg. Rm. 131  
1151 Punchbowl St.  
Honolulu, HI 96813  
Phone: (808) 587-0407  
Fax: (808) 587-0390

[www.hawaii.gov/dlnr](http://www.hawaii.gov/dlnr) <[www.hawaii.gov/dlnr](http://www.hawaii.gov/dlnr)>      [www.facebook.com/HawaiiDLNR](http://www.facebook.com/HawaiiDLNR) <  
[www.facebook.com/HawaiiDLNR](http://www.facebook.com/HawaiiDLNR)>      [www.twitter.com/dlnr](http://www.twitter.com/dlnr) <[www.twitter.com/dlnr](http://www.twitter.com/dlnr)>  
  
[www.youtube.com/thehawaiidlnr](http://www.youtube.com/thehawaiidlnr) <[www.youtube.com/thehawaiidlnr](http://www.youtube.com/thehawaiidlnr)>  
[www.vimeo.com/channels/hawaiidlnr](http://www.vimeo.com/channels/hawaiidlnr) <[www.vimeo.com/channels/hawaiidlnr](http://www.vimeo.com/channels/hawaiidlnr)>

From: Shannan Okinishi <[SOkinishi@staradvertiser.com](mailto:SOkinishi@staradvertiser.com)>  
To: "[laura.a.stevens@hawaii.gov](mailto:laura.a.stevens@hawaii.gov)" <[laura.a.stevens@hawaii.gov](mailto:laura.a.stevens@hawaii.gov)>,  
Date: 10/25/2012 04:23 PM  
Subject: Star-Advertiser Ear Ads

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Hi Laura

Thanks again for your call today. We definitely have availability for the Ear Ads you are looking at. I would need the dates you want to reserve ASAP. I am checking to see if I can get you into Sat 10/27 but there only a slim chance.

Main News: 10/30, 11/5, 11/6  
Local Section: 10/29, 10/30, 10/31, 11/1, 11/2, 11/3, 11/5, 11/6

Pricing

Buy any 6 dates \$2,500 ea Main News & \$2,000 ea Local  
Less than 6 dates \$3,500 Main & \$2,500 ea Local

The ad size is 3.15"w x 2"h and full color is included. Tax is not included in the totals above.

Please let me know  
Thanks  
Shannan  
--  
Shannan Okinishi  
Retail Sales Manager  
Honolulu Star-Advertiser

500 Ala Moana Blvd  
Suite 7-500  
Honolulu, HI 96813

Phone: (808) 529-4891  
Fax: (808) 529-4898  
Cell: (808) 294-3538

[attachment "New Client Information copy.pdf" deleted by Alyson K Yim/DLNR/StateHiUS] [attachment "PL 10-06 Oahu.PDF" deleted by Alyson K Yim/DLNR/StateHiUS] [attachment "ATT00001..htm" deleted by Alyson K Yim/DLNR/StateHiUS]