



{In Archive } Re: Star-Advertiser 11/4 Ad Proof 

Laura A Stevens to: Shannan Okinishi
Cc: "Alyson.K.Yim@hawaii.gov", Kris Takata

11/02/2012 12:14 PM

From: Laura A Stevens/DLNR/StateHiUS
To: Shannan Okinishi <SOkinishi@staradvertiser.com>,
Cc: "Alyson.K.Yim@hawaii.gov" <Alyson.K.Yim@hawaii.gov>, Kris Takata <KTakata@staradvertiser.com>

1 attachment



Edits_QuarterPageAd_11_2_2012.pdf

Hi Shannan,

Thanks for this information.

Here are the edits we have to the ad. Color changes to Red for the heading, "yes image", and the bullet that private owners pay the principal and the interest on the bonds

also in the question we have a small edit, that it say bonds in all mentions.

I'm attaching a pdf of the ad which we've written the edits because I thought that'd be clearer.

Mahalo,

Laura

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

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www.youtube.com/thehawaiidlnc

www.vimeo.com/channels/hawaiidlnc

From: Shannan Okinishi <SOkinishi@staradvertiser.com>
To: "Laura.A.Stevens@hawaii.gov" <Laura.A.Stevens@hawaii.gov>, Kris Takata <KTakata@staradvertiser.com>

Cc: "Alyson.K.Yim@hawaii.gov" <Alyson.K.Yim@hawaii.gov>
Date: 11/02/2012 10:11 AM
Subject: Re: Star-Advertiser 11/4 Ad Proof

Hi Laura please see my responses below in red. My apologies I was supposed to have drafted an email to you yesterday detailing how we would be billing you.

*We are billing yesterday's ad (which appeared on B3) at the regular state rate for a 4", 4-C ad \$240 + tax.
*The replacement ad will run on Sunday 11/4 as a 30", 4-C ad. Regular price is \$2,100. We will bill you at \$1,760 + tax.

Please let me know if this will work and my apologies once again for our mistake.

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

From: "Laura.A.Stevens@hawaii.gov" <Laura.A.Stevens@hawaii.gov>
Date: Fri, 2 Nov 2012 09:36:07 -1000
To: Kris Takata <KTakata@staradvertiser.com>
Cc: "Alyson.K.Yim@hawaii.gov" <Alyson.K.Yim@hawaii.gov>, Shannan Okinishi <sokinishi@staradvertiser.com>
Subject: Re: Star-Advertiser 11/4 Ad Proof

Aloha Kris and Shannan,

Still reviewing the ad.

We do have a couple questions about the 'replacement ads' cost so that we can have it documented for procurement reasons. I'm calling the 'replacement ad' for lack of a better term as this quarter page layout is compensating the misplaced ad on 11/1.

Please know that we appreciate the accommodations to create the quarter page ad and the placement in the Sunday paper.

It's been brought to my attention that for our purchasing purposes we need to document the following

11/1 - Local news ear ad - 3.15"w x 2"h and full color is included = \$2,000 (since this was not placed we need the costs of the alternate locations you are offering for our documentation purposes)

placement on B3 instead... equivalent rate according to price list - 3.15"w x 2" h full color is = **\$240**

placement in Main News Sunday 11/4 - quarter page full color - equivalent price list = \$2,100

Feel free to give me a call or send an e-mail to discuss if you have any questions.

Thanks,

Laura

Laura A Stevens
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Honolulu, HI 96813
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www.twitter.com/dlnr

www.youtube.com/thehawaiidl原因

www.vimeo.com/channels/hawaiidl原因

From: Kris Takata <KTakata@staradvertiser.com>
To: "Laura.A.Stevens@hawaii.gov" <Laura.A.Stevens@hawaii.gov>,
Cc: "Alyson.K.Yim@hawaii.gov" <Alyson.K.Yim@hawaii.gov>, Shannan Okinishi <SOkinishi@staradvertiser.com>
Date: 11/01/2012 04:59 PM
Subject: Star-Advertiser 11/4 Ad Proof

Hi Laura,

A proof of your ad is attached. Please let us know if you would like to make any changes.

Thank you,
Kris

From: <Laura.A.Stevens@hawaii.gov>
Date: Thu, 1 Nov 2012 09:11:09 -1000
To: Shannan Okinishi <SOkinishi@staradvertiser.com>
Cc: Kris Takata <KTakata@staradvertiser.com>, <Alyson.K.Yim@hawaii.gov>
Conversation: Ad disclaimer needed on your Ear ad? REV proof
Subject: Re: Ad disclaimer needed on your Ear ad? REV proof

Aloha Shannan,

Thanks for your call this morning. As the art department re-works a quarter page ad for Sunday (11/4) can you please include the following statement as a starting point for additions to layout I guess I envision that it'd be added to the bottom of the current ad but it all depends how they are able to work with the new space

Hope this along with the fact sheet at www.hawaii.gov/dlnr <www.hawaii.gov/dlnr> will help the art department with some ideas. Then our staff can review the proofs and they may have changes to the language when they see it all laid out.

important points:

- Private dam and reservoir owners pay the principal and interest on the debt service of the special purpose revenue bonds.
- The State will not be pledging any of its assets or revenues to support a bond sale for this purpose.
- a blank vote is a no vote.

Let me know if the art department needs anything else

Mahalo for your time,

Laura

Laura A Stevens
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From: Shannan Okinishi <SOKinishi@staradvertiser.com>
To: Kris Takata <KTakata@staradvertiser.com>, "Laura.A.Stevens@hawaii.gov" <Laura.A.Stevens@hawaii.gov>,
Date: 10/31/2012 04:17 PM
Subject: Re: Ad disclaimer needed on your Ear ad? REV proof

Here's the REAL proof :)
thanks

From: Kris Takata <KTakata@staradvertiser.com<<mailto:KTakata@staradvertiser.com>> >
Date: Wed, 31 Oct 2012 15:57:29 -1000
To: "Laura.A.Stevens@hawaii.gov" <<mailto:Laura.A.Stevens@hawaii.gov>> " <Laura.A.Stevens@hawaii.gov>
<<mailto:Laura.A.Stevens@hawaii.gov>> >
Cc: Shannan Okinishi <sokinishi@staradvertiser.com<<mailto:sokinishi@staradvertiser.com>> >
Subject: Re: Ad disclaimer needed on your Ear ad?

Hi Laura,

The revised proof is attached. Please let us know if you have any other changes or if it's approved.

Thank you,
Kris

From: <Laura.A.Stevens@hawaii.gov<mailto:Laura.A.Stevens@hawaii.gov>>
Date: Wed, 31 Oct 2012 15:26:14 -1000
To: Shannan Okinishi <SOkinishi@staradvertiser.com<mailto:SOkinishi@staradvertiser.com>>
Cc: Kris Takata <KTakata@staradvertiser.com<mailto:KTakata@staradvertiser.com>>
Conversation: Ad disclaimer needed on your Ear ad?
Subject: Re: Ad disclaimer needed on your Ear ad?

Hi Shannan,

Thanks for the note. Got your voicemail yesterday and was about to give you a call back that our staff here was happy with the ad.

send over the new proof whenever you have it.

thanks,

Laura

Laura A Stevens
Education and Outreach Coordinator
Office of the Chairperson
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To: "Laura.A.Stevens@hawaii.gov<mailto:Laura.A.Stevens@hawaii.gov>" <Laura.A.Stevens@hawaii.gov
<mailto:Laura.A.Stevens@hawaii.gov>>,
Cc: Kris Takata <KTakata@staradvertiser.com<mailto:KTakata@staradvertiser.com>>
Date: 10/31/2012 02:54 PM
Subject: Ad disclaimer needed on your Ear ad?

Hi Laura

Hope you are well. We have received a request from our editorial department regarding your ad. We typically require political advertisements to run a disclaimer "paid for by friends of...". As a state agency, you are not a campaign but because the content of your ad is political in nature, we will need to add in a line which states who paid for the ad. Kris has sent the revision in to our creative dept and should have a proof for you shortly.

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"0000465234-01[5].pdf" deleted by Laura A Stevens/DLNR/StateHiUS]

[attachment"0000466780-01[12].pdf" deleted by Laura A Stevens/DLNR/StateHiUS]