

# MyHawaii.jp (Hawaii-Arukikata.com)

## MyHawaii.jp (Hawaii-Arukikata.com) is The Largest & Most Popular Commercial Website About Hawaii in Japanese

MyHawaii.jp (powered by Hawaii-Arukikata.com) is consistently ranked at the top of the largest Japanese search engines, including Google and Yahoo! Japan. MyHawaii.jp is updated every weekday and focuses on the latest news from Hawaii, with informative features on hotels, shopping, cuisine, culture, fashion, events, and entertainment. The site is built on ongoing reports and information compiled from Hawaii based sources.

MyHawaii.jp targets first-time, repeat tourists (infrequent and frequent), and Japanese men and women ages 18-50 who are interested in Hawaii.

**Language:** Japanese

**Page Views per Month:** 2.2 million

**Unique Visits per Month:** 600,000

**E-mail Subscribers:** 35,000

**Designated Media for Merchants at:** Ala Moana Center, Royal Hawaiian Center, Kahala Mall

**Social Media:**   

**For more information please contact:**

Advertising Department  
PacRim Marketing Group, Inc.  
1585 Kapiolani Boulevard, Suite 888  
Honolulu, Hawaii 96814

**Tel:** (808) 469-4817

**Email:** [advertising@pacrimmarketing.com](mailto:advertising@pacrimmarketing.com)



▲ New Responsive Web Design - Designed with optimized viewing for PC, Tablet and Mobile devices.



▲ Top Page

# Advertisement Promotion

An advertorial is a single editorial-style web page on MyHawaii.jp that is created like a feature story instead of an advertisement. An advertorial is a cost effective way to reach over 600,000 unique Japanese web visitors each month and build an immediate and powerful web presence in Japan.

Advertorials are proven to work, and consistently earn high placement in major Japanese search engines. Each advertorial is custom designed to meet the client's unique needs: promote a new product or service, drive traffic to your site, and close more sales.



Text Links to Advertorial Page

Special Topics (Text Links & Photos)

Text Links to Advertorial Page

▲ Category Page

▲ Top Page

# MyHawaii.jp (Hawaii-Arukikata.com)

## Premium Advertorial \$9,000 / Year

- Complete enhanced page production
- 10 Images and descriptions
- 1 Google map
- 1 Online coupon
- 1 Time feature in email newsletter to subscribers
- Top & internal page promotion
- Search Engine Optimization
- 1 General video\* (production included)

\*Copyright purchase available for additional fee.

## Options

- Client produced updates (text, photos) \$250 / Update
- PacRim produced updates (text, photos) \$500 / Update
- Subject to Hawaii general excise tax. (4.712%)



▲ Ala Moana Center Premium Advertorial



▲ Honolulu Cookie Company Premium Advertorial

# Standard Advertorial \$5,800 / Year

- Complete enhanced page production
- 5 Images and descriptions
- 1 Time feature in email newsletter to subscribers
- Top & internal page promotion
- 1 Google map
- 1 Online coupon

## Options

- Client produced updates (text, photos)  
\$250 / Update
- PacRim produced updates (text, photos)  
\$500 / Update
- Subject to Hawaii general excise tax. (4.712%)



▲ Alan Wong's  
Standard Advertorial



▲ Pina Hawaii  
Standard Advertorial

# MyHawaii.jp (Hawaii-Arukikata.com)

## Top Page Banner

Spot Special 1 - \$5,200 / month  
 Spot 1 - \$5,000 / month  
 Spot 2 - \$5,000 / month  
 Spot 3 - \$4,900 / month

Spot Special 2 - \$4,900 / month  
 Spot F5 - \$3,000 / month  
 Spot F6 - \$3,000 / month  
 Spot F7 - \$2,900 / month  
 Spot F8 - \$2,800 / month  
 Spot Special 3 - \$3,000 / month

## Options

Client produced updates  
 (text, photos)  
 \$250 / Update

PacRim produced updates  
 (text, photos)  
 \$500 / Update

Additional Fee  
 \$250 / month for link out

## Banner Specifications

Spot Special 1 - W850 x H350 pixel  
 Spot 1 - W350 x H160 pixel  
 Spot 2 - W350 x H160 pixel  
 Spot 3 - W350 x H160 pixel

Spot Special 2 - W350 x H300 pixel  
 Spot F5 - W160 x H350 pixel  
 Spot F6 - W160 x H350 pixel  
 Spot F7 - W160 x H350 pixel  
 Spot F8 - W160 x H350 pixel  
 Spot Special 3 - W160 x H730 pixel

- Subject to Hawaii general excise tax. (4.712%)



Spot Special 1  
 (Top Page Only)

Spot 1  
 (All Pages)

Spot 2  
 (All Pages)

Spot 3  
 (All Pages)

Spot Special 2  
 (All Pages)

Spot F5  
 (Top Page Only)

Spot F6  
 (Top Page Only)

Spot F7  
 (Top Page Only)

Spot Special 3  
 (All Pages)

Spot F8  
 (Top Page Only)

▲ Top Page

# Category Page Banner

- Spot C1 - \$900 / month
- Spot C2 - \$900 / month
- Spot C3 - \$800 / month
- Spot C4 - \$800 / month

# Options

Client produced updates (text, photos)  
\$250 / Update

PacRim produced updates (text, photos)  
\$500 / Update

Additional Fee  
\$250 / month for link out

# Banner Specifications

- Spot C1 - W160 x H160 pixel
- Spot C2 - W160 x H160 pixel
- Spot C3 - W160 x H160 pixel
- Spot C4 - W160 x H160 pixel

- Subject to Hawaii general excise tax. (4.712%)



Spot Special 2 (All Pages)

Spot C1 (Category Index Page Only)

Spot C2 (Category Index Page Only)

Spot C4 (Category Index Page Only)

Spot C3 (Category Index Page Only)

Spot 1 (All Pages)

Spot 2 (All Pages)

Spot 3 (All Pages)

Spot Special 3 (All Pages)

# MyHawaii.jp (Hawaii-Arukikata.com)

## Coupon

A web coupon promoted on MyHawaii.jp is a simple way to reach over 600,000 unique Japanese web visitors each month. The coupon is designed to be easily printed from the website and physically redeemed at the clients' location.

## \$1,800 / Year / package

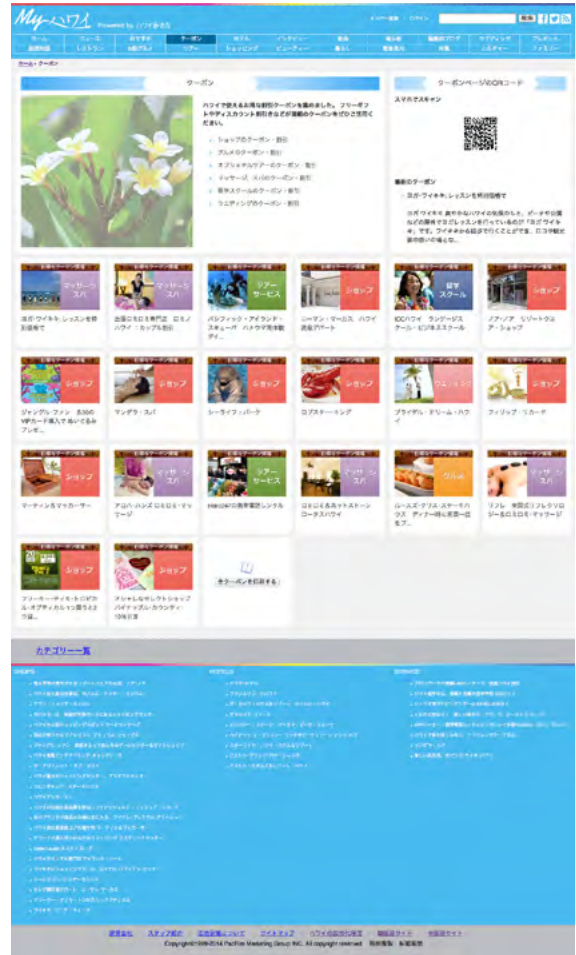
- Photo and Japanese copywriting describing your company
- Link to your website
- Coupon offer written in both Japanese and English
- Promotional text link on top page news scrolled for two weeks

## Options

PacRim produced updates (text, photos)  
\$500 / Update

Change in coupon offers  
\$100 / Change

- Subject to Hawaii general excise tax. (4.712%)



▲ Coupon Page

ハワイとくとくとクーポン ショッピング、グルメ、SPA、お土産をするのにとってもお得なクーポンです。

Powered by ハワイ歩き方

とくとくとクーポン



スマホでスキャン

このクーポン

Easy to print (PDF)

ルース・クリス・ステーキハウス



Store description in Japanese + 1 Photo

ハワイ旅行のハイライトといえば、なんといっても美味しいお食事。そのなかでも、アメリカの伝統食とでもいえるステーキを召し上がりたい方が多いのではないのでしょうか？ 伝統ある高級ステーキレストラン・チェーンとして全米34州をはじめ、香港や日本など世界中に150以上の店舗を擁するルース・クリス・ステーキハウスは、ハワイではオアフ島ホノルルのダウンタウンとワイキキ、マウイ島ラハイナとワイレア、ハワイ島のコハラコースト、とハワイ州には5カ所のお店があります。

ルース・クリス・ステーキハウスからハワイの歩き方読者の方に特別なプレゼント！ディナー時に2つメインディッシュをオーダーすると、1グループにつき前菜(アパタイザー)1皿がプレゼントされます。注文時にクーポンを添えてください。

とくとくとクーポン

前菜1皿をプレゼント

- 詳細 メイン・ディッシュ2品以上ご注文のグループに、前菜(アパタイザー)1皿をプレゼント。
- 注意事項 \*前菜は\$15以下のものに限りです。  
\*他のクーポンとの併用はできませんので、あらかじめご了承ください。  
\*受付時にこのクーポンを提示して下さい。
- 有効期限 2014年6月1日

Coupon details in Japanese

DATA

ルース・クリス・ステーキハウス、ワイキキ・ビーチウォーク店 (オアフ島)

Ruth's Chris Steak House : Waikiki Beach Walk

- 場所 226 Levers St, Honolulu, HI
- TEL (808)440-7910

ザ・ショップス・アット・マウナ・ラニ店 (ハワイ島)

Ruth's Chris Steak House : The Shops at Mauna Lani

- 場所 68-1330 Mauna Lani Dr., Kohala Coast, HI
- TEL (808)887-0800

レストラン・ロウ店 (オアフ島)

Ruth's Chris Steak House : Restaurant Row

- 場所 500 Ala Moana Blvd., Honolulu, HI
- TEL (808)599-3860

ザ・ショップス・アット・ワイレア店 (マウイ島)

Ruth's Chris Steak House : The Shops at Wailea

- 場所 3750 Wailea Alanui Dr. Wailea, HI
- TEL (808)874-8880

ラハイナ・センター店 (マウイ島)

Ruth's Chris Steak House : Lahaina Center

- 場所 Lahaina Center 900 Front St. Lahaina, HI

Your business/store information, website address, etc.

Details Present this coupon and receive a complimentary appetizer with a purchase of 2 or more entrees. (Value not to exceed \$15).  
\*Not to be used with other coupons.  
Expiration June 1, 2014

Coupon details in English

▲ Ruth's Chris Steak House Sample Coupon