

How You Can Advertise

Hawaii.com is uniquely equipped to deliver valuable information to a broad range of users, including visitors, residents, those planning a move to Hawaii, and those dreaming of the Islands from afar. As a result, Hawaii.com is leading the way as a highly effective component of media plans targeted at local, national and international markets.

We offer our advertisers a wide range of options and can customize a campaign for almost any budget.

Hawaii.com can position your company through a variety of effective approaches:

Premium Ad Package - An advertising arsenal second to none that includes integrated advertorial & photo ads, text links, flashboard commercials, home page "ticker-tape" promos, database promotions and a full array of banner ad formats. We have positioning available in specific sections on the site based on your company's product or service:

- Airlines
- Accommodations (Hotels and Resorts, Condos, Vacation Rentals, B&Bs, etc.)
- Activities
- Attractions
- Cruises
- Dining
- Events and Entertainment
- Golf
- Kama'aina
- Luxury
- Marketplace (online shopping)
- Relocation (real estate, jobs, education, moving, etc.)
- Romance
- Shopping (brick and mortar)
- Transportation (rental car, limos, motorcycle rental, RV rental, etc.)

Click-Through Campaign - We will impact your bottom line by providing an almost unlimited, additional revenue stream by linking directly to your web site or booking engine at a cost per click.

Average cost per click on Google AdWords to display in the top 8 search returns:

- Hawaii \$2.85
- Hawaii Travel \$3.57
- Hawaii Hotels \$3.83
- Hawaii Resorts \$3.80
- Hawaii Vacation Rentals \$3.51
- Hawaii Flights \$3.64
- Hawaii Activities \$2.76
- Hawaii Attractions \$4.73
- Hawaii Relocation \$2.85
- Hawaii Cruises \$3.84
- Hawaii Golf \$3.52
- Hawaii Honeymoons \$3.72
- Hawaii Weddings \$3.55
- Hawaii Events \$1.82
- Hawaii Vacation Packages \$3.66
- Hawaii Tours \$4.22
- Kauai \$3.68
- Maui \$3.70
- Oahu \$3.88

And to advertise on Hawaii.com...begins at just 45 cents per click!

Branding Campaign - High profile ad programs and positioning strategies deliver extensive brand awareness to your business or product to over 1/2 million+ visitors per month, highly targeted visitors to Hawaii.com each month across the site or in specific sections. We have competitive CPM rates and can run your banner ads across the site or in specific sections. We also have pop under ads available.

Text Listing - A low-cost method to drive traffic to your site based on performance.

Coupons - Exclusive, personalized and trackable coupon program to drive locals & visitors right into your door or web site.

Shopping - The Hawaii.com Marketplace has a store that's just right for your product. Reach Hawaii-minded consumers before they arrive and after they leave.

Contact Us

If you would like us to provide you with a customized advertising package or if you just need additional information, please e-mail our Director of Sales, Steve Langley at slangley@hawaii.com.