



**Delivering award-winning news coverage
to our readers who celebrate life
along the coast**



The **Coastal Star**

5114 North Ocean Blvd., Ocean Ridge, FL 33435

561-337-1553 • Sales@TheCoastalStar.com

www.TheCoastalStar.com

Every issue. Every home. Every month.

Serving Hypoluxo Island, South Palm Beach, Manalapan, Ocean Ridge,
Briny Breezes, Gulf Stream and coastal Delray Beach,
Coastal Boca Raton and Highland Beach

Avid Readers



85% of *The Coastal Star* households have at least one person who regularly reads the paper. (77% national average)

Well-Educated



77% of our readers have attended college. (51% national average)
46% of our readers have a college or post-graduate degree. (32% national average)

High Earners



62% of our readers' households make more than \$75,000 a year. (37% national average)
22% of our readers make more than \$150,000 a year. (8% national average)

Mostly Female



59% of *The Coastal Star* readers are female. (51% national average)

Ready to Shop



79% of our readers say that ads in our newspaper motivate them to buy. (74% national average)

Readers per Copy



2.25 average readers per copy of *The Coastal Star*.
Our readers must love to share our paper. (1.75 national average)

Long Shelf Life



51% of our readers say they keep the paper three weeks or longer.
The Coastal Star is printed on a high quality paper.



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The Coastal Star provides advertisers access to an exceptional audience.

The Coastal Star is delivered to every house, condo and townhome in our market on the first weekend of the month.

We produce two editions of *The Coastal Star* each month for a total distribution of more than 17,000 copies.

The Coastal Star is also available through local hotels, businesses and libraries with a total audited readership of more than 38,250.

The total appraised value of *The Coastal Star's* market is more than \$8 billion.

Manalapan tops our demographics with an average home value of \$3,569,500 and per capita income of \$143,729.

Four of our towns in *The Coastal Star's* distribution are in Florida's top 20 for earning per capita.

<i>Per Capita Income</i>	<i>Rank in Florida</i>
Manalapan	#4
Gulf Stream	#7
Ocean Ridge	#17
Highland Beach	#20

Sources: Palm Beach County Property Appraisers Office, 2010 U.S. Census, 2013 circulation and readership study



The Coastal Star 2016 / 2017 Advertising

Full page	3 full	Half page	Quarter page		Eighth page		Biz card
5col. x full 10" wide 15.85" deep	3col. x full 5.92" wide 15.85" deep	5col. x 8" 10" wide 8" deep	2col. x 10" 3.88" wide 10" deep	3col. x 7.5" 5.92" wide 7.5" deep	2col. x 5" 3.88" wide 5" deep	3col. x 3.34" 5.92" wide 3.34" deep	1col. x 4" 1.85" wide 4" deep -or- 2col. x 2" 3.88" wide 2" deep
		4col. x 10" 7.96" wide 10" deep	4col. x 5" 7.96" wide 5" deep	5col. x 4" 10" wide 4" deep	4col. x 2.5" 7.96" wide 2.5" deep	5col. x 2" 10" wide 2" deep	

Ad size options

Ad cost

Display ads include full color

	1x	3x	12x
Full page	\$1,995 /month/edition	\$1,900 /month/edition	\$1,800 /month/edition
3 column x full	\$1,450 /month/edition	\$1,350 /month/edition	\$1,250 /month/edition
Half page	\$1,100 /month/edition	\$1,000 /month/edition	\$950 /month/edition
Quarter page	\$575 /month/edition	\$525 /month/edition	\$450 /month/edition
Eighth page	\$300 /month/edition	\$275 /month/edition	\$250 /month/edition

Business card ad (black & white)

	3x	12x
	\$150 /month/edition	\$125 /month/edition

Insert cost

Single Sheet / Full Run	\$150 per thousand
Multiple Pages / Full Run	Pricing available
Targeted Distribution	Pricing available

Discount offered for ads running in both editions

Advertising deadlines

Space reservation (due before noon)	Completed ads (due before noon)	Distribution (on the first weekend of the month)
August 22	August 24	September 3, 2016
September 19	September 21	October 1, 2016 (Season Preview)
October 24	October 26	November 5, 2016
November 18	November 21	December 3, 2016 (Holiday Gift Guide)
December 23	December 27	January 7, 2017
January 23	January 25	February 4, 2017
February 20	February 22	March 4, 2017
March 20	March 22	April 1, 2017 (Camp Guide)
April 24	April 26	May 6, 2017
May 22	May 24	June 3, 2017
June 19	June 21	July 1, 2017
July 24	July 26	August 5, 2017
August 21	August 23	September 2, 2017

Payment

All new accounts are prepaid until credit has been established. All credit accounts are due within seven days of publication.

Placement

Placement of ad is at the discretion of the Publisher.

Column width

2 columns = 3.88"
3 columns = 5.92"
4 columns = 7.96"
5 columns = 10"

Full color ads

CMYK only
Total ink density = 250 maximum
200 DPI minimum
300 DPI recommended

Black & white ads

Grayscale
200 DPI minimum
300 DPI recommended

No bleed, no trim

100 Line Screen

Paper type newsprint
Cover Sheet 50#; Inside 35#

