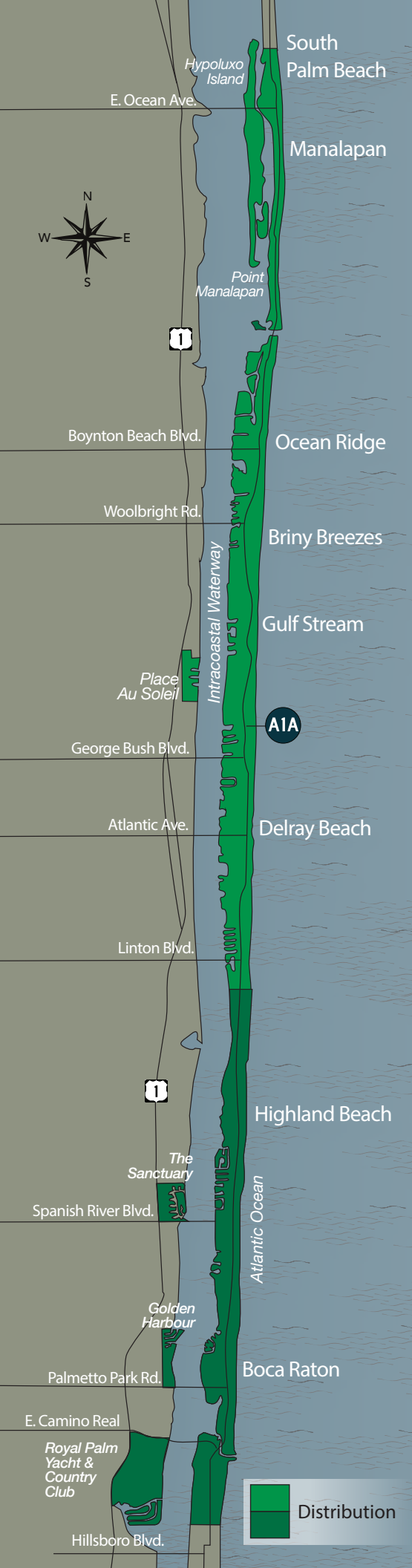


# Delivering award-winning news coverage to our readers who celebrate life along the coast



# The Coastal Star

Since 2008

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.



The Coastal  Star



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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	<b>#4</b>
Gulf Stream	<b>#7</b>
Ocean Ridge	<b>#17</b>
Highland Beach	<b>#20</b>

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



The Coastal  Star

# The Coastal Star 2017/2018 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 <i>-or-</i> 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 (a sample will be required for price quote)
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 (the first weekend of the month)
July 24	July 26	August 5, 2017
August 21	August 23	September 2, 2017
September 25	September 27	October 7, 2017 (Season Preview)
October 23	October 25	November 4, 2017
November 17	November 20	December 2, 2017 (Holiday Gift Guide)
December 20	December 22	January 6, 2018
January 22	January 24	February 3, 2018
February 19	February 21	March 3, 2018
March 19	March 21	April 7, 2018 (Camp Guide)
April 23	April 25	May 5, 2018
May 21	May 23	June 2, 2018
June 25	June 27	July 7, 2018
July 23	July 25	August 4, 2018
August 20	August 22	September 1, 2018

## Payment

All new accounts are prepaid until approved 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#

