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 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.

<table>
<thead>
<tr>
<th>Per Capita Income</th>
<th>Rank in Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manalapan</td>
<td>#4</td>
</tr>
<tr>
<td>Gulf Stream</td>
<td>#7</td>
</tr>
<tr>
<td>Ocean Ridge</td>
<td>#17</td>
</tr>
<tr>
<td>Highland Beach</td>
<td>#20</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Full page</th>
<th>3 full</th>
<th>Half page</th>
<th>Quarter page</th>
<th>Eighth page</th>
<th>Biz card</th>
</tr>
</thead>
<tbody>
<tr>
<td>5col. x full</td>
<td>10” wide</td>
<td>15.85” deep</td>
<td>10” wide</td>
<td>8” deep</td>
<td>10” wide</td>
<td>1.85” wide</td>
</tr>
<tr>
<td>3col. x full</td>
<td>5.92” wide</td>
<td>15.85” deep</td>
<td>10” wide</td>
<td>5.92” wide</td>
<td>7.5” deep</td>
<td>5.92” wide</td>
</tr>
<tr>
<td>4col. x 10”</td>
<td>7.96” wide</td>
<td>10” deep</td>
<td>7.96” wide</td>
<td>5” deep</td>
<td>7.96” wide</td>
<td>5” deep</td>
</tr>
<tr>
<td>4col. x 5”</td>
<td>7.96” wide</td>
<td>5” deep</td>
<td>7.96” wide</td>
<td>5” deep</td>
<td>7.96” wide</td>
<td>5” deep</td>
</tr>
<tr>
<td>5col. x 4”</td>
<td>7.96” wide</td>
<td>10” deep</td>
<td>7.96” wide</td>
<td>5” deep</td>
<td>7.96” wide</td>
<td>5” deep</td>
</tr>
<tr>
<td>2col. x 10”</td>
<td>3.88” wide</td>
<td>10” deep</td>
<td>3.88” wide</td>
<td>10” deep</td>
<td>3.88” wide</td>
<td>10” deep</td>
</tr>
<tr>
<td>3col. x 7.5”</td>
<td>3.88” wide</td>
<td>10” deep</td>
<td>3.88” wide</td>
<td>7.5” deep</td>
<td>3.88” wide</td>
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</tr>
<tr>
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<td>5” deep</td>
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</tr>
<tr>
<td>3col. x 3.34”</td>
<td>3.88” wide</td>
<td>7.5” deep</td>
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<td>3.88” wide</td>
<td>7.5” deep</td>
</tr>
<tr>
<td>1col. x 4”</td>
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<td>4” deep</td>
<td>1.85” wide</td>
<td>4” deep</td>
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</tr>
<tr>
<td>2col. x 2”</td>
<td>1.85” wide</td>
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<td>1.85” wide</td>
<td>2” deep</td>
</tr>
</tbody>
</table>

### Ad cost

**Display ads include full color**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x (month/edition)</th>
<th>3x (month/edition)</th>
<th>12x (month/edition)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,995</td>
<td>$1,900</td>
<td>$1,800</td>
</tr>
<tr>
<td>3 column x full</td>
<td>$1,450</td>
<td>$1,350</td>
<td>$1,250</td>
</tr>
<tr>
<td>Half page</td>
<td>$1,100</td>
<td>$1,000</td>
<td>$950</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$575</td>
<td>$525</td>
<td>$450</td>
</tr>
<tr>
<td>Eighth page</td>
<td>$300</td>
<td>$275</td>
<td>$250</td>
</tr>
</tbody>
</table>

**Business card ad (black & white)**

<table>
<thead>
<tr>
<th>Size</th>
<th>3x (month/edition)</th>
<th>12x (month/edition)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad cost</td>
<td>$150</td>
<td>$125</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Edition</th>
<th>Discount Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150/3x</td>
<td>$125/12x</td>
</tr>
</tbody>
</table>

### Advertising deadlines

**Space reservation (due before noon)**

- July 24
- August 21
- September 25
- October 23
- November 17
- December 20
- January 22
- February 19
- March 19
- April 23
- May 21
- June 25
- July 23
- August 20

**Completed ads (due before noon)**

- July 26
- August 23
- September 27
- October 25
- November 20
- December 22
- January 24
- February 21
- March 21
- April 25
- May 23
- June 27
- July 25
- August 22

**Distribution (the first weekend of the month)**

- August 5, 2017
- September 2, 2017
- October 7, 2017 (Season Preview)
- November 4, 2017
- December 2, 2017 (Holiday Gift Guide)
- January 6, 2018
- February 3, 2018
- March 3, 2018
- April 7, 2018 (Camp Guide)
- May 5, 2018
- June 2, 2018
- July 7, 2018
- August 4, 2018
- September 1, 2018

### 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#