

## ADVERTISING DEADLINES

### COAST STAR & OCEAN STAR COMBO

With Proofs: Mon. 5pm  
Without Proofs: Tues. 5pm  
*Political Ads — 24 Hours Prior to these Deadlines*

### OCEAN STAR

With Proofs: Tues. 5pm  
Without Proofs: Wed. 5pm

## MECHANICAL SPECIFICATIONS

The Coast Star and Ocean Star are standard formats with 6 columns and 21" depth. A full page is 126 column inches.

COLUMN	INCHES	PICAS/PTS	COLUMN	INCHES	PICAS/PTS
1	1.708"	10p3	4	7.208"	43p3
2	3.542"	21p3	5	9.042"	54p3
3	5.375"	32p3	6	10.875"	65p3

## ELECTRONIC AD DELIVERY

Ads will be accepted via the internet in the form of **PDF files only**. Email PDFs to: [Ads@thecoaststar.com](mailto:Ads@thecoaststar.com). Be sure to call your sales rep. for reservations and receipt confirmation.

## PREPRINTED INSERTS

Insert Charges: per thousand: \$50 up to one ounce. (\$10 for each additional half ounce). Minimum Insertion: Coast Star 12,700; Ocean Star 5,900. All inserts are subject to preapproval. Ask for mechanical requirements.

## CIRCULATION

### **Combined Net Circulation: 18,677**

The Coast Star, published every Thursday, sworn publisher's statement, October, 2011; total net circulation 12,498. The Ocean Star, published every Friday, sworn publisher's statement October 2011; total net circulation 5,991. In addition, 188 homes subscribe to starnewsgroup.com as internet only readers.

### **OFFICES:**

#### **THE COAST STAR**

13 BROAD STREET  
MANASQUAN, NJ 08736  
PHONE: (732) 223-0076  
FAX: (732) 528-1212

#### **THE OCEAN STAR**

421 RIVER AVENUE  
PT PLEASANT BEACH, NJ 08742  
PHONE: (732) 899-7606  
FAX: (732) 899-9778

web site <http://www.starnewsgroup.com>

**DISPLAY & CLASSIFIED  
ADVERTISING RATES**

**JANUARY 2012**

**STAR NEWS GROUP**<sup>®</sup>  
The Coast Star ★ The Ocean Star

## DISPLAY ADVERTISING

### COMBINATION RATES

Reach both markets with an Ad Thursday in The Coast Star and Friday in The Ocean Star.

Open Rate (per inch)	\$12.45
Contract Rates:	
6 weeks consecutively	\$10.89
52 weeks annually	\$10.15

### COAST STAR ONLY

Reach southern Monmouth County with a Thursday Ad in The Coast Star.

Open Rate (per inch)	\$8.50
Contract Rates:	
6 weeks consecutively	\$6.94
52 weeks annually	\$6.20

### OCEAN STAR ONLY

Reach northern Ocean County with a Friday Ad in The Ocean Star.

Open Rate (per inch)	\$5.90
Contract Rates:	
6 weeks consecutively	\$5.20
52 weeks annually	\$4.89

### AGENCY RATES

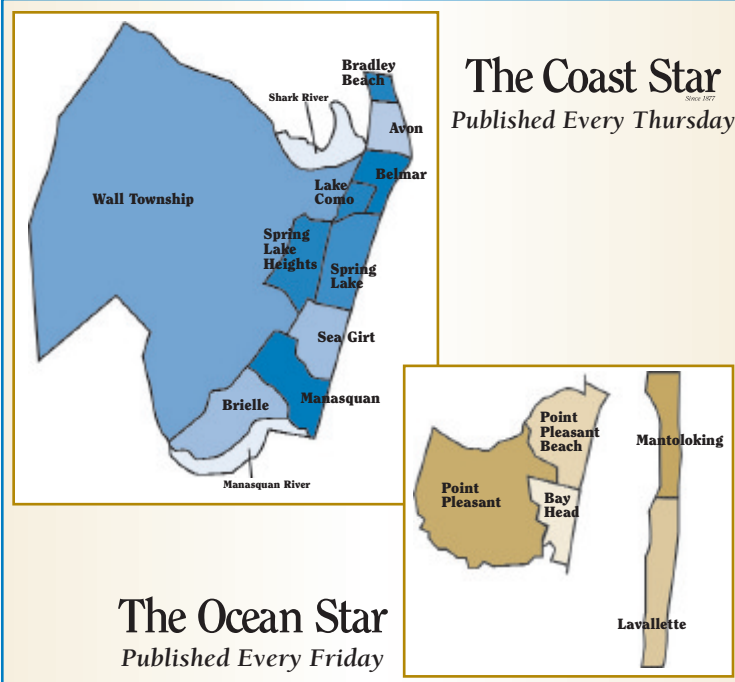
Recognized Ad agencies may use these rates and receive a 15 percent commission.

Coast & Ocean Star	\$12.81
Coast Star only	\$8.17
Ocean Star only	\$6.12

Minimum size on all contracts, Display or Classified, is six inches.  
All contracts renew January 1 each year.

Position: Paid position, at a 50% surcharge, requested is subject to prior sale and is not guaranteed.

# OUR MARKETS



**The Coast Star**  
Since 1977  
Published Every Thursday

**The Ocean Star**  
Published Every Friday

## COLOR ADVERTISING COSTS

These charges are in addition to space charges

### COLOR OPEN RATE

Spot Color - per color one paper: \$100 two papers: \$175	Full Color (process) one paper: \$250 two papers: \$350
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### COLOR CONTRACT RATE

Spot Color - per color one paper: \$100 two papers: \$150	Full Color (process) one paper: \$125 two papers: \$200
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## ONLINE BUSINESS DIRECTORY

All of our display ads are uploaded to our website, prominently displayed on our homepage and included in our online business directory. This service helps advertisers improve their exposure on the web and offers many other benefits. Display and Real Estate Display ads are charged \$3.00 per week for this service.

## REAL ESTATE & CLASSIFIED ADVERTISING

### COMBINATION RATES

Reach both markets with an Ad Thursday in The Coast Star and Friday in The Ocean Star.

Open Rate (per inch)	\$13.03
Contract Rates:	
6 weeks consecutively	\$11.41
52 weeks annually	\$10.39

### COAST STAR ONLY

Reach southern Monmouth County with a Thursday Ad in The Coast Star.

Open Rate (per inch)	\$9.08
Contract Rates:	
6 weeks consecutively	\$7.46
52 weeks annually	\$6.44

### OCEAN STAR ONLY

Reach northern Ocean County with a Friday Ad in The Ocean Star.

Open Rate (per inch)	\$5.95
Contract Rates:	
6 weeks consecutively	\$5.25
52 weeks annually	\$4.94

### AGENCY RATES

Recognized Ad agencies may use these rates and receive a 15 percent commission.

Coast & Ocean Star	\$13.42
Coast Star only	\$8.78
Ocean Star only	\$6.18

## BUSINESS & SERVICES

Both Papers	\$11.05 per inch*
Coast Star	\$7.20 per inch*
Ocean Star	\$5.00 per inch*
Front Page Readers • per word	\$2.85 (minimum \$28.50)
Straight Classified • per word	\$.90 (minimum \$18.00)
*Plus \$2.00 per ad for web upload	