

# ADVERTISING DEADLINES AND COSTS

We intend to create exceptional special sections that offer creative design and layout, interesting and fresh editorial content and attractive, effective ads. To that end, deadlines will be strictly adhered to. Please plan ahead!

## MEET YOUR MERCHANT

### PUBLICATION DATES

JANUARY 19 & 20

### DEADLINES

WITH PROOF: DEC. 30  
WITHOUT PROOF: JAN. 4

### AD SIZES & COSTS

SIX ADS PER TABLOID PAGE  
125 WORDS OF COPY  
\$173 PER AD INCLUDES

**PHOTO IN FULL COLOR**

## BRIDE & GROOM

### PUBLICATION DATES

FEBRUARY 16 & 17

### DEADLINES

WITH PROOF: JAN. 27  
WITHOUT PROOF: FEB. 1

### AD SIZES & COSTS

FULL PAGE - \$773  
HALF PAGE - \$408  
QUARTER PAGE - \$223  
EIGHTH PAGE - \$138

## SPRING HOME

### PUBLICATION DATES

MARCH 22 & 23

### DEADLINES

WITH PROOF: MAR. 2  
WITHOUT PROOF:  
MARCH 7

### AD SIZES & COSTS

FULL PAGE - \$773  
HALF PAGE - \$408  
QUARTER PAGE - \$223  
EIGHTH PAGE - \$138

## REAL ESTATE SHOWCASE

### PUBLICATION DATES

APRIL 19 & 20

### DEADLINES

WITH PROOF: MARCH 30  
WITHOUT PROOF: APR. 4

### AD SIZES & COSTS

FULL PAGE - \$773  
HALF PAGE - \$408  
QUARTER PAGE - \$223  
EIGHTH PAGE - \$138

## SUMMER FUN

### PUBLICATION DATES

MAY 24 & 25

### DEADLINES

WITH PROOF: MAY 4  
WITHOUT PROOF: MAY 9

### AD SIZES & COSTS

FULL PAGE - \$773  
HALF PAGE - \$408  
QUARTER PAGE - \$223  
EIGHTH PAGE - \$138

## BACK TO SCHOOL

### PUBLICATION DATES

AUGUST 23 & 24

### DEADLINES

WITH PROOF: AUG. 3  
WITHOUT PROOF: AUG. 8

### AD SIZES & COSTS

FULL PAGE - \$773  
HALF PAGE - \$408  
QUARTER PAGE - \$223  
EIGHTH PAGE - \$138

## HEALTH & FITNESS

### PUBLICATION DATES

SEPTEMBER 20 & 21

### DEADLINES

WITH PROOF: AUG. 31  
WITHOUT PROOF:  
SEPTEMBER 5

### AD SIZES & COSTS

FULL PAGE - \$773  
HALF PAGE - \$408  
QUARTER PAGE - \$223  
EIGHTH PAGE - \$138

## FALL HOME

### PUBLICATION DATES

OCTOBER 11 & 12

### DEADLINES

WITH PROOF: SEPT. 21  
WITHOUT PROOF:  
SEPTEMBER 26

### AD SIZES & COSTS

FULL PAGE - \$773  
HALF PAGE - \$408  
QUARTER PAGE - \$223  
EIGHTH PAGE - \$138

## HOLIDAY GIFT GUIDE

### PUBLICATION DATES

NOVEMBER 22 & 23

### DEADLINES

WITH PROOF: NOV. 2  
WITHOUT PROOF:  
NOVEMBER 7

### AD SIZES & COSTS

FULL PAGE - \$773  
HALF PAGE - \$408  
QUARTER PAGE - \$223  
EIGHTH PAGE - \$138

## AD SIZES

### FULL PAGE

Width: 10"  
Depth: 10.875"

### HALF PAGE VERTICAL

Width: 4.91"  
Depth: 10.875"

### HALF PAGE HORIZONTAL

Width: 10"  
Depth: 5.35"

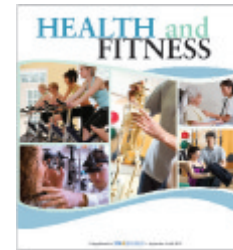
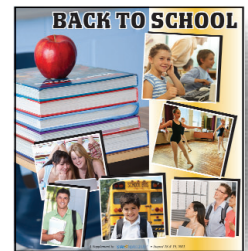
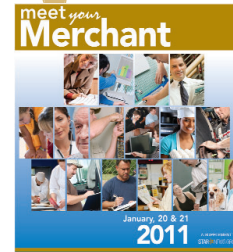
### QUARTER PAGE

Width: 4.91"  
Depth: 5.35"

### EIGHTH PAGE

Width: 4.91"  
Depth: 2.588"

# 2012 SPECIAL SECTIONS



**STAR NEWS GROUP**  
The Coast Star ★ The Ocean Star

*Our Timely, Colorful Special Sections Will Bring You New Business!*

We have made a commitment to top-notch Special Sections for 2012!

Full color front-page art, exciting fresh news copy – and more of it – and all-new layout and design will make these sections effective. Don't Miss Them!

**JANUARY 19<sup>TH</sup> & 20<sup>TH</sup>    FEBRUARY 16<sup>TH</sup> & 17<sup>TH</sup>    MARCH 22<sup>ND</sup> & 23<sup>RD</sup>**



**MEET YOUR MERCHANT**

Introduce your staff to our readers with a very friendly, personalized message in full color.



**BRIDE & GROOM**

Reach area brides & grooms at prime planning time in this comprehensive guide.



**SPRING HOME**

Reach homeowners at a time when they are motivated to improve their key investment.



**MAY 24<sup>TH</sup> & 25<sup>TH</sup>**  
**SUMMER FUN GUIDE**  
Including **FOOD!**  
A handy guide to summer action at the shore & a special pull-out Dining Guide.

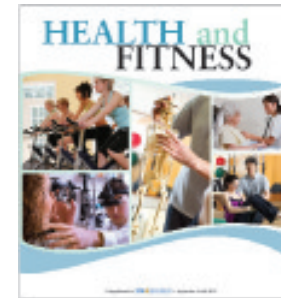
**AUGUST 23<sup>RD</sup> & 24<sup>TH</sup>**



**BACK TO SCHOOL**

Reach high income families when they need school supplies & the latest fall clothing.

**SEPTEMBER 20<sup>TH</sup> & 21<sup>ST</sup>**



**HEALTH & FITNESS**

Reach thousands of readers as they commit to good health through fitness, diet & self improvement now that summer is over.

**OCTOBER 11<sup>TH</sup> & 12<sup>TH</sup>**



**FALL HOME**

Timely news on the latest trends in home decorating, repairs & maintenance



**APRIL 19<sup>TH</sup> & 20<sup>TH</sup>**

**REAL ESTATE SHOWCASE**

Reach thousands of readers when they are most in the mood to buy or sell.

**NOVEMBER 22<sup>ND</sup> & 23<sup>RD</sup>**

**HOLIDAY GIFT GUIDE**

This is it. The kickoff to the Christmas season!

