

Night & Day

MAGAZINE

2018 PUBLISHING SCHEDULE

DEADLINE THE FRIDAY BEFORE

An Entertainment Guide for All of Monmouth and Ocean County



20,000 Copies Each Issue Distributed at Nearly 600 Locations

- January 11
- February 1
- March 1
- April 5
- May 3
- May 17
- May 31
- June 14
- June 28
- July 12
- July 26
- August 9
- August 23
- September 6
- October 4
- November 1
- December 6

NIGHT & DAY MAGAZINE AD RATES

- FULL PAGE \$425
- FULL PAGE GLOSSY \$850
- HALF PAGE \$300
- QUARTER PAGE \$175

NIGHT & DAY MAGAZINE AD SIZES

- FULL PAGE AD 7.25" wide x 9.125" high
- HALF PAGE AD HORIZONTAL 7.25" wide x 4.375" high
- HALF PAGE AD VERTICAL 3.50" wide x 9.125" high
- QUARTER PAGE AD 3.50" wide x 4.375" high

All Ads are in Full Color! Complimentary Ad Design

Any Advertiser that Runs in 12 or More Night & Day Issues will Earn the 8 Week Contract Rate in The Coast Star and The Ocean Star Newspapers

ndmag.com

STARNEWSGROUP.COM

OUR WEB SITE HAS ALL-NEW ADVERTISING OPPORTUNITIES

Locals are visiting Starnewsgroup.com for the latest news and advertising. Don't miss the opportunity to brand your business on this trusted site.

75,000 MONTHLY PAGE VIEWS
99% LOCAL VISITORS!

We design your ad at no charge, change your ad content monthly, link your ad to your web page, social media page or your Business Finder listing on starnewsgroup.com

EXCLUSIVES!

Target a specific audience with an exclusive 300x250 ad FOR JUST \$30 PER MONTH on any of these pages:
Events • Obituaries
Night & Day Magazine



WEEK IN REVIEW EMAIL BLAST



Our weekly email blast reaches over 6,500 opted in readers.
Your Banner Advertisement will stand out in this news email for just \$30 per week.



CALL YOUR SALES REP TO RESERVE SPACE • 732-223-0076

STAR NEWS GROUP

2018 ADVERTISING RATES

JANUARY 1, 2018

NEWSPAPER
Combined Circulation of 20,528



MAGAZINE
Night & Day ~ An Entertainment Guide for All of Monmouth and Ocean County



20,000 copies each issue
Distributed at nearly 600 locations

DIGITAL
Starnewsgroup.com,
ndmag.com



www.starnewsgroup.com

ndmag.com

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).....\$14.25

Contract Rates:

**8 weeks consecutively
or 26 weeks annually.....\$11.69**

52 weeks annually.....\$10.81

COAST STAR ONLY

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

Open Rate (per inch).....\$9.60

Contract Rates:

**8 weeks consecutively
or 26 weeks annually.....\$7.33**

52 weeks annually.....\$6.47

OCEAN STAR ONLY

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

Open Rate (per inch).....\$7.02

Contract Rates:

**8 weeks consecutively
or 26 weeks annually.....\$5.79**

52 weeks annually.....\$5.36

AGENCY RATES

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

Coast & Ocean Star.....\$13.75

Coast Star only.....\$8.62

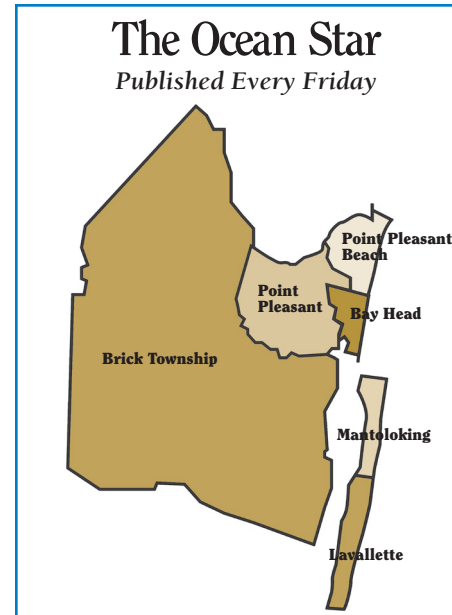
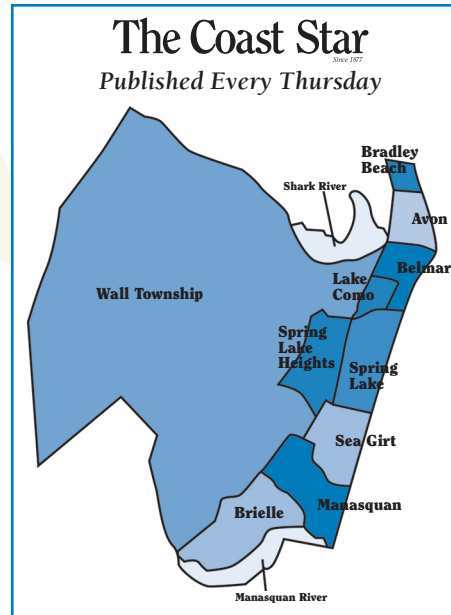
Ocean Star only.....\$6.81

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, request is subject to prior sale and is not guaranteed.

REAL ESTATE & CLASSIFIED ADVERTISING

• OUR MARKETS •



COLOR ADVERTISING

These charges are in addition to space charges.

Spot Color Open Rate (per color)

One Paper.....\$100.00

Both Papers..... \$175.00

Full Color Open Rate (process/4C)

One Paper.....\$250.00

Both Papers.....\$350.00

Spot Color Contract Rate (per color)

One Paper.....\$100.00

Both Papers.....\$150.00

Full Color Contract Rate (process/4C)

One Paper.....\$125.00

Both Papers.....\$200.00

ONLINE BUSINESS DIRECTORY

All of our display ads are uploaded to our website, prominently displayed on our homepage and included in our online Business Finder directory. This service helps advertisers improve their exposure on the web and offers many other benefits. Display and Real Estate Display ads are charged \$4.00 per week for this service. Business & Service ads are charged \$3.00 per week for this service.

DISCOUNTS IN NIGHT & DAY MAGAZINE

52-Week Contract Newspaper Advertisers will Receive a 10% Discount on Advertising Placed in Night & Day Magazine.

COMBINATION RATES

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

Open Rate (per inch).....\$14.90

Contract Rates:

**8 weeks consecutively
or 26 weeks annually.....\$12.23**

52 weeks annually.....\$11.08

COAST STAR ONLY

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

Open Rate (per inch).....\$10.25

Contract Rates:

**8 weeks consecutively
or 26 weeks annually.....\$7.87**

52 weeks annually.....\$6.74

OCEAN STAR ONLY

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

Open Rate (per inch).....\$7.07

Contract Rates:

**8 weeks consecutively
or 26 weeks annually.....\$5.84**

52 weeks annually.....\$5.41

AGENCY RATES

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

Coast & Ocean Star.....\$14.39

Coast Star only.....\$9.26

Ocean Star only.....\$6.87

BUSINESS & SERVICES

Coast & Ocean Star... \$11.51 per inch

Coast Star only.....\$7.37 per inch

Ocean Star only.....\$5.35 per inch

Front Page Readers

per word \$2.85 (minimum \$28.50)

Straight Classified

per word \$1.05 (minimum \$21.00)

ADVERTISING DEADLINES

THE COAST STAR & THE OCEAN STAR COMBO

With Proofs: Monday 5pm

Without Proofs: Tuesday 5pm

Political Ads — 24 Hours Prior to these Deadlines

THE OCEAN STAR

With Proofs: Tuesday 5pm

Without Proofs: Wednesday 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

PREPRINTED INSERTS

Insert Charges: per thousand: \$50 up to one ounce. (\$10 for each additional half ounce). Minimum Insertion: Coast Star 12,000; Ocean Star 8,000. All inserts are subject to preapproval. Ask for mechanical requirements. Subject to seasonal adjustments. SHIP TO: Star News Group c/o Staten Island Advance, 950 W. Fingerboard Rd., Staten Island, NY 10305.

PRINT & DELIVER INSERTS

We can also design and print your inserts. Ask your Sales Representative for details and pricing.

CIRCULATION

Combined Circulation: 20,528

The Coast Star, published every Thursday, sworn publisher's statement, October, 2017; total circulation 12,118.

The Ocean Star, published every Friday, sworn publisher's statement October 2017; total circulation 8,198.

In addition, 212 homes subscribe to starnewsgroup.com as internet only readers.

OFFICES

THE COAST STAR

13 BROAD ST. • MANASQUAN, NJ 08736

PHONE: (732) 223-0076

FAX: (732) 528-1212

THE OCEAN STAR

421 RIVER AVE. • PT PLEASANT BEACH, NJ 08742

PHONE: (732) 899-7606

FAX: (732) 899-9778

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