An Entertainment
Each Issue
September 5
July 11
May 16
January 10

Night & Day Magazine
ndmag.com

17,000 Copies
Each Issue
Distributed at
500 Locations

STARNEWSGROUP.COM
OUR WEB SITE HAS GREAT LOCAL REACH
Locals are visiting starnewsgroup.com for the latest news and advertising.
Don’t miss the opportunity to brand your business on this trusted site.

100,000 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

RUN OF SITE
High visibility on the sidebar of nearly every page on starnewsgroup.com
Includes a mobile ad (300x50)
PRICES RANGE FROM
$20-$80 MONTHLY

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
DIRECT MARKETING COUPONS
If you like direct mail, you’ll love our monthly coupons inserted into The Coast Star.
• Full-color, glossy stock, two-sided inserts are delivered in The Coast Star to subscribers and newsstand readers.
• Only 4-5 coupons per insert.
• Creative designs done locally.
• Published 12 times per year.
$250 PER COUPON (no sales tax)
REAL ESTATE & CLASSIFIED

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)

COLOR ADVERTISING

These charges are in addition to space charges.

Spot Color Open Rate
One Paper.............. $100.00
Both Papers............ $175.00

Full Color Open Rate
(process/4 C)
One Paper.............. $250.00
Both Papers............ $350.00

Spot Color Contract Rate
One Paper.............. $100.00
Both Papers............ $150.00

Full Color Contract Rate
(process/4 C)
One Paper.............. $125.00
Both Papers............ $200.00

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

MECHANICAL SPECIFICATIONS

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

COLORED ADVERTISING

Discounts in Night & Day Magazine

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

SPECIAL SECTIONS

We create nine exceptional special sections annually, offering creative design and layout, interesting fresh editorial and attractive, effective ads. Don’t miss these combo buy inserts into The Coast Star and The Ocean Star. Call your Sales Rep today!

PREPRINTED INSERTS

Insert Charges: per thousand: $50 up to one ounce, ($10 for each additional half ounce). Minimum Insertion: The Coast Star: 12,000; Ocean Star: 7,500. 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

Let us design, print and insert your fliers in The Coast Star, The Ocean Star or both. A glossy finish, two-sided to improve their exposure on the web. Display and Real Estate ads are charged $3.00 per week. Display ads are charged $4.00 per week for this service. Business & Service ads are charged $3.00 per week for this service.

CIRCULATION

Combined Circulation: 18,825
The Coast Star, published every Thursday, sworn publisher’s statement: October, 2018; total circulation 11,530. The Ocean Star, published every Friday, sworn publisher’s statement October 2018; total circulation 6,998. In addition, 297 homes subscribed between Sept. 2017 and Sept. 2018 to starnews.com as internet only readers.

OFFICES

THE COAST STAR
13 BROAD ST. • MANASQUAN, NJ 08736
PHONE: (732) 223-0076
FAX: (732) 223-0013

THE OCEAN STAR
421 RIVER AVE. • PT PLEASANT BEACH, NJ 08742
PHONE: (732) 899-7066
FAX: (732) 899-9778

web site http://www.starnews.com