

STAR NEWS GROUP®

2022 Advertising Rate Card

FIND FINN AND WIN \$50 CASH! RULES AND DETAILS ON PAGE 6
- A WINNER EVERY WEEK IN THIS FUN GAME -

The Ocean Star

FRIDAY, JULY 2, 2021 \$1.00

Vote on Elksfest permit set for next Tuesday
Police Chief Meghan turned it down but Mayor Kavara says he supports it

Art and Bay in

Brick woman indicted in partner's wine chiller murder
Mays Gonzalez-Alvarez charged with killing her last year

Panthers Le

Annabelle the Dragon unveiled in Wall
She now guards the Old Nature Self-Guided Trail in Community Park

Parker House targets crowding
Occupancy will be reduced this season, new drop-off/pickup zone proposed

Belmar's vintage ambulance gets an emotional display
1938 First Aid Squad rig headed to Ford Motor Company display in Michigan

FIND FINN AND WIN \$50 CASH! RULES AND DETAILS ON PAGE 6

SPECIAL SECTION INSIDE SENIOR ACTIVE SHORE LIVING

The Coast Star

THURSDAY, JULY 22, 2021 \$1.00

Historic hotel in Spring Lake listed for sale
Grand Victorian Hotel goes on the market for \$8 million

Belmar's vintage ambulance gets an emotional display
1938 First Aid Squad rig headed to Ford Motor Company display in Michigan

Annabelle the Dragon unveiled in Wall
She now guards the Old Nature Self-Guided Trail in Community Park

Parker House targets crowding
Occupancy will be reduced this season, new drop-off/pickup zone proposed

2022 RATE CARD ADVERTISING & PUBLISHING SCHEDULE

STAR NEWS GROUP®
The Coast Star ✨ Night & Day ✨ The Ocean Star
StarNewsGroup.com

FIND FINN AND WIN \$50 CASH! RULES AND DETAILS ON PAGE 6
- A WINNER EVERY WEEK IN THIS FUN GAME -

The Coast Star

THURSDAY, MAY 2, 2019 \$1.00

Parker House targets crowding
Occupancy will be reduced this season, new drop-off/pickup zone proposed

Night & Day JULY 1, 2021
FREE MAGAZINE

Welcome Back SUMMER!
YOUR SOURCE FOR BEACHES, FIREWORKS, DINING OUT & MORE!



A trusted local news source serving our readers and advertisers since 1877

SIMPLIFYING LOCAL MARKETING IN MONMOUTH AND OCEAN COUNTIES

REACH OUR LOYAL WEEKLY READERS IN PRINT AND ONLINE

ADD UP THE NUMBERS TO YOUR SUCCESSFUL CAMPAIGN:

- 27,000** Weekly print readership
- 100,000** Monthly views online
- 3,500** Digital downloads per week
- 16,000** Email subscribers
- 13,000** Social Media contacts

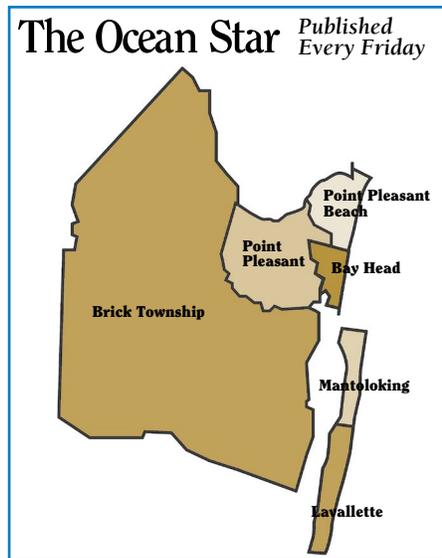
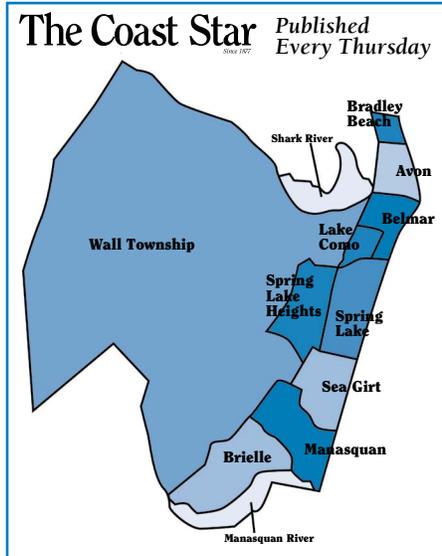


2022 PRINT CIRCULATION & REACH

NEWSPAPERS

• OUR MARKETS •

Paid subscribers are delivered by U.S. mail The Coast Star and The Ocean Star are available on newsstands for \$1.00



MAGAZINE

• OUR DISTRIBUTION •



- Freehold
- Wall
- Neptune
- Farmingdale
- Asbury Park
- Ocean Grove
- Belmar
- Lake Como
- Manasquan
- Brielle
- Sea Girt
- Spring Lake
- Point Pleasant
- Point Pleasant Boor
- Seaside Park
- Seaside Heights
- Brick Township
- Bay Head
- Toms River
- Lakewood
- Lakehurst

Night & Day Magazine is free at over 200 locations throughout Monmouth and Ocean Counties

The Coast Star and The Ocean Star reaches a combined readership of 27,000 weekly including paid annual subscribers, newsstand readers and digital subscriptions. **StarNewsGroup.com** has 100,000 views monthly. Star News Group has 16,000 opted-in email subscribers and a social media reach of over 13,000. Weekly e-editions are downloaded 1,500 times weekly.



2022 DISPLAY ADVERTISING SIZES

USE OUR STAR POWER TO GET YOUR MESSAGE GOING & GROWING!

Our newspaper ad sizes are based on the column inch, so we can create any size ad for you.

These are some modular sizes that our advertisers find successful.



6 col x 20" Full Page

FULL PAGE

Price per week in black and white with web included (120 column inches)

	COAST STAR	OCEAN STAR	COMBO
52 WEEK RATE	\$781.40	\$648.20	\$1,302.20
8 WEEK/26 WEEK RATE	\$884.60	\$699.80	\$1,407.80
OPEN RATE	\$1157.00	\$847.40	\$1,715.00

- Add color: \$125 Contract rate one paper
- \$250 Open rate one paper
- \$200 Contract rate combo • \$350 Open rate combo



3 col x 10.5" vertical

QUARTER PAGE

Price per week in black and white with web included (31.5 column inches)

	COAST STAR	OCEAN STAR	COMBO
52 WEEK RATE	\$208.81	\$1732.84	\$345.52
8 WEEK/26 WEEK RATE	\$235.89	\$187.39	\$373.24
OPEN RATE	\$307.40	\$226.13	\$453.87

- Add color: \$125 Contract rate one paper
- \$250 Open rate one paper
- \$200 Contract rate combo • \$350 Open rate combo



6 col x 5.25" horizontal



3 col x 20" vertical

HALF PAGE

Price per week in black and white with web included (63 column inches)

	COAST STAR	OCEAN STAR	COMBO
52 WEEK RATE	\$412.61	\$342.68	\$686.03
8 WEEK/26 WEEK RATE	\$466.79	\$369.77	\$741.47
OPEN RATE	\$609.80	\$447.26	\$902.75

- Add color: \$125 Contract rate one paper
- \$250 Open rate one paper
- \$200 Contract rate combo • \$350 Open rate combo



6 col x 10.5" horizontal



5 col x 3"

EIGHTH PAGE

Price per week in black and white with web included (15 column inches)

	COAST STAR	OCEAN STAR	COMBO
52 WEEK RATE	\$102.05	\$85.40	\$167.15
8 WEEK/26 WEEK RATE	\$114.15	\$91.85	\$180.35
OPEN RATE	\$149.00	\$110.30	\$218.75

- Add color: \$125 Contract rate one paper
- \$250 Open rate one paper
- \$200 Contract rate combo • \$350 Open rate combo



3 col x 5"



2022 DISPLAY ADVERTISING

RETAIL DISPLAY

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

ONLINE BUSINESS DIRECTORY

All of our display ads are uploaded to our website, prominently displayed on our homepage. This service helps advertisers improve their exposure on the web. Display and Real Estate display ads are charged \$5.00 per week for this service. Business & Service ads are charged \$3.00 per week for this service.

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/4C)

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/4C)

One Paper.....\$125.00

Both Papers.....\$200.00

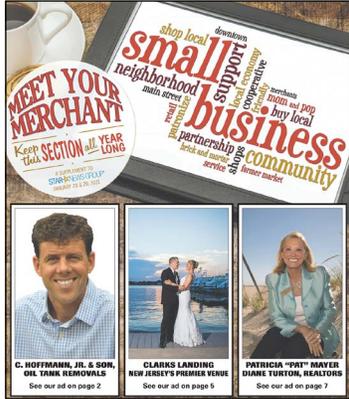
Minimum size on all contracts, Display or Classified, is six inches.

All contracts renew January 1 each year.

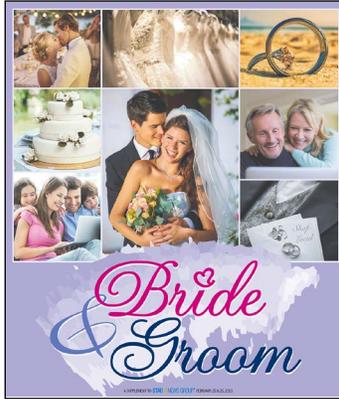
Position: Paid position, at a 50% surcharge, request is subject to prior sale and is not guaranteed.



2022 SPECIAL SECTIONS



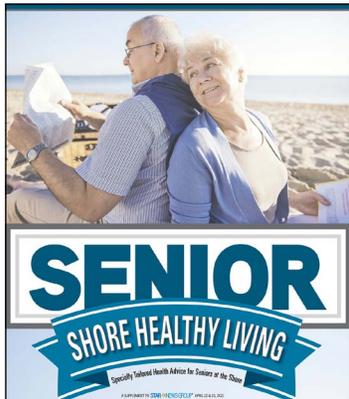
JAN. 27 & 28/DEADLINE 1/14



FEB. 24 & 25/DEADLINE 2/11



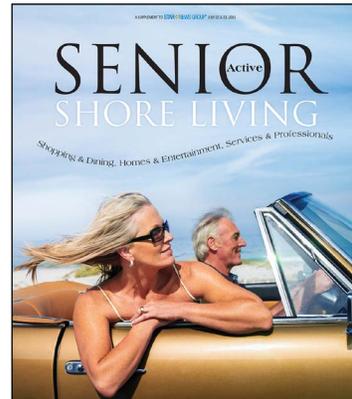
MAR. 17 & 18/DEADLINE 3/4



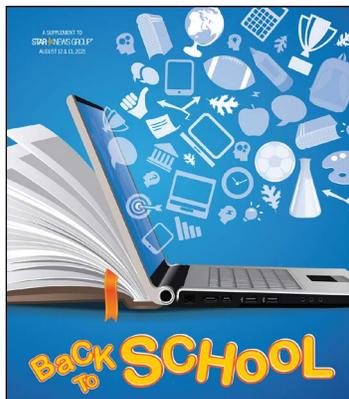
APR. 21 & 22/DEADLINE 4/8



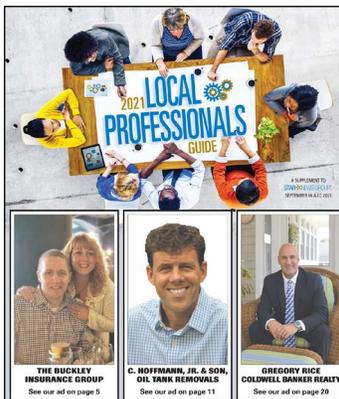
MAY 26 & 27/DEADLINE 5/13



JULY 21 & 22/DEADLINE 7/8



AUG. 11 & 12/DEADLINE 7/29



SEPT. 15 & 16/DEADLINE 9/2



OCT. 6 & 7/DEADLINE 9/23

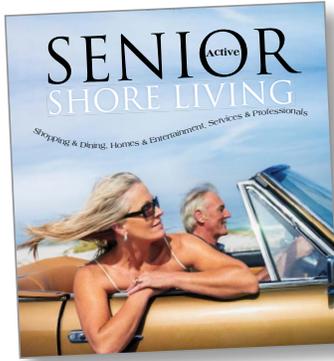


NOV. 24 & 25/DEADLINE 11/11

We create ten 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.

AD SPECS & COSTS	FULL PAGE \$805 9.5"Wx10.8"H	HALF PAGE \$434 VERTICAL 4.65"Wx10.8"H OR HORIZONTAL 9.5"Wx5.35"H
	QUARTER PAGE \$247 4.65"Wx5.35"H	EIGHTH PAGE \$160 4.65"Wx2.6"H
SPECIAL SECTION COLOR: SPOT (ONE ADDITIONAL COLOR) \$100 (ADDITIONAL) PROCESS (4 COLOR) \$200 (ADDITIONAL)		*MYM COST PER AD \$199

2022 SPECIAL SECTIONS



Complement your Advertisement with an Advertorial Story

Tell our readers about your business. Write your story and provide full color photos and artwork. Your story will run alongside your advertisement to give you a more powerful message.

JULY 25 & 26, 2019 STAR NEWS GROUP PAGE 4

Celebrating LIFE AT SUNNYSIDE MANOR
Celebrating 100 Years of Care at Sunnyside

We're proud to say, Sunnyside has been synonymous with care, love and compassion for 100 years.

We give more than just care. Our family owned and operated Senior Living Community gives your loved ones a reason to smile in the morning; things to look forward to; new friendships to get excited about; and neighbors to confide in. Our foundation is built on quality care and nurturing lifelong relationships. By shedding light on life's little pleasures, we create an environment that keeps our residents inspired and their passion for life alive.

Call for an appointment or schedule a luncheon tour! 888-453-6790

Three World Class Neighborhoods
 Providing A Continuum of Care

Independence 'Plus' Assisted Living
 Recollections Memory Care
 Skilled Nursing & Rehabilitation
 ~ Respite Available ~

A family-owned and operated Senior Living Community.
 2500 Ridgewood Road, Wall, NJ 07719
 888-453-6790 • sunnysidemanornj.com



— ADVERTISEMENT —
 PHOTO NAME THE COAST STAR
 Caption goes in here something just like this for a photo by an Ocean Star photographer.
 Caption goes in here for a photo by a Star News Group photographer.

Choosing a Community that Works with Your Budget

STAR NEWS GROUP

When entering our doors you feel an extension of our creative energy and dynamic style. We are passionate about collaborating with clients and creating beautiful spaces that will be enjoyed for years to come. We have a love for tile and a passion for helping our clients create beautiful spaces. We'll put you at ease and help you cultivate your vision that suits your needs, lifestyle and budget.

PLANNING
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Include a personal, in-depth story or message to connect with our readers!

Schedule a FULL PAGE ad and add on a FULL PAGE advertorial story for just \$300

Schedule a HALF PAGE ad and add on a HALF PAGE advertorial story for just \$250

Schedule a QUARTER PAGE ad and add on a QUARTER PAGE advertorial story for just \$150

2022 NIGHT & DAY AD RATES & SIZES



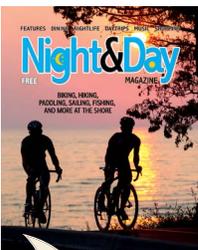
All Ads are in Full Color + Complimentary Ad Design

10,000 Copies Each Issue Distributed at 200 Locations

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

PUB DATE	ADVERTISING, EDITORIAL & COVER DEADLINE
February 24	February 18
March 17	March 11
April 7	April 1
May 12	May 6
May 26	May 20
June 9	June 3
June 30	June 24
July 14	July 8
July 28	July 22
August 11	August 5
August 25	August 19
September 8	September 2
October 13	October 7
November 10	November 4
December 8	December 2

**FEATURES • DINING • ART
• NIGHTLIFE • DAYTRIPS • MUSIC
• SHOPPING • AND MORE!**



NIGHT & DAY MAGAZINE AD RATES

FULL PAGE	\$445
FULL PAGE GLOSSY	\$850
HALF PAGE	\$320
QUARTER PAGE	\$195

FREQUENCY DISCOUNT

SCHEDULE YOUR AD IN
5 ISSUES OR MORE AND RECEIVE
A \$20 DISCOUNT ON EACH AD

NIGHT & DAY MAGAZINE AD SIZES

FULL PAGE AD

7.5" wide x 9.125" high

HALF PAGE AD HORIZONTAL

7.5" wide x 4.5" high

HALF PAGE AD VERTICAL

3.7" wide x 9.125" high

QUARTER PAGE AD

3.7" wide x 4.5" high

FULL PAGE GLOSSY w/BLEED

IMAGE AREA: 7.5" wide x 9.5" high
TOTAL AREA: 9" wide x 11.25" high

**10,000 Copies Each Issue
Distributed at 200 Locations**

www.ndmag.com



2022 ADVERTISING SPECIFICATIONS

ADVERTISING DEADLINES

THE COAST STAR & THE OCEAN STAR COMBO

With Proofs: Monday 5pm
Without Proofs: Tuesday 5pm

THE OCEAN STAR

With Proofs: Tuesday 5pm
Without Proofs: Wednesday 5pm

Political Ads — 24 Hours Prior to these Deadlines

MECHANICAL SPECIFICATIONS

The Coast Star and Ocean Star are standard formats with 6 columns and 20" depth. A full page is 120 column inches.

COLUMN	INCHES	PICAS/PTS	COLUMN	INCHES	PICAS/PTS
1	1.7"	10p2	4	7.25"	43p5
2	3.55"	21p3	5	9.1"	54p6
3	5.4"	32p4	6	11"	66

PREPRINTED INSERTS

Insert Charges: per thousand: \$50 up to one ounce. (\$10 for each additional half ounce). Minimum Insertion: Coast Star 10,000; Ocean Star 5,000. Quantities are subject to seasonal adjustments. All inserts are subject to preapproval.

SHIP TO: Star News Group c/o North Jersey Media Group, 100 Commons Way, Rockaway, NJ 07866

PRINT & DELIVER INSERTS

Let us design, print and insert your fliers in The Coast Star, The Ocean Star or both. Reach our readers with your exclusive message in the center of our weekly news! We can also design and print fliers and menus for distribution. Our rates are very competitive. *Call your Sales Rep to arrange design and printing.*



DIRECT MARKETING COUPONS

If you like direct mail, you'll love our monthly coupons inserted into The Coast Star and The Ocean Star.

- Full-color, glossy stock, two-sided inserts are delivered in The Coast Star to subscribers and newsstand readers.
- Only 4-8 coupons per insert.
- Creative designs done locally.
- Published 12 times per year.

\$260 PER COUPON (must be prepaid.)



2022 SPECIAL ADVERTISING PLACEMENT

HOT SPOTS!

Increase your visibility! Place your ad on one of our readers' favorite pages



Page One Boost

3" x 2" color ad on the front page
Must run a half page or larger inside the paper
\$150 each or
\$200 both papers

*Weekly Cost



Sports Front Page

Place your 6 col x 3" full color ad along the bottom of the front page of Sports

\$328
Coast

\$287
Ocean

\$446
Combo

*Weekly Cost
Minimum 4 weeks



Street Beat

Place your 6 col x 3" full color ad along the bottom of the Street Beat page

Find the right location for your ad! Ask about these Reader's Favorite pages: • Obituaries Page • Travel with the Stars



2022 ADVERTISING on StarNewsGroup.com

OUR WEBSITE 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

E-EDITION EXTRA

Reach our digital audience with a full size ad prominently placed in our weekly e-Editions. Select from various locations for your half or full page ad.

\$200 THE COAST STAR
\$100 THE OCEAN STAR
\$250 FOR BOTH PAPERS

RUN OF SITE

- High visibility on the sidebar of nearly every page on starnewsgroup.com
- 300x250 and 300x100 sizes available
- Includes a mobile ad
- **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.**



PLUS! e-Edition Extra

\$200 Coast Star • **\$100** Ocean Star • **\$250** for both papers

We will repeat your half or full page ad as page two of the e-edition, and link the page to your website. No ad required to run inside the paper. This ad can run as a stand alone ad or an add-on to your print ad. Reach 750 readers in the The Coast Star and 250 readers in The Ocean Star e-Editions.



Advertising on StarNewsGroup.com

Our Website has all-new advertising opportunities

Local readers 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 — 90% LOCAL VISITORS!

We design your ad at no charge • Change your ad content monthly

Link your ad to your web page, your social media page or your

Business Finder listing on StarNewsGroup.com.



BEST VALUE! RUN OF SITE SIDEBAR

- 300x250 pixel ad on all desktop and mobile pages
- Guaranteed 60,000 monthly impressions
- Select a monthly rate or pay by impression — rates as low as \$20 per month in any available location.

E-EDITION EXTRA!

Reach our digital audience with a full sized ad prominently placed in our weekly e-Editions. Select from various locations for your half or full page ad.

\$200 COAST STAR

\$100 OCEAN STAR

\$250 FOR BOTH PAPERS



CATCH THE READER'S EYE!

This prominent homepage ad will get attention. 728x90 ad on desktop plus full-width version on mobile.

Just \$35 per month to be on page one!

(Limit to 3 Advertisers!)



The Coast Star's e-Edition has 750 readers every week, and our Ocean Star e-Edition averages over 250 weekly readers

Advertising on StarNewsGroup.com

Our Website has all-new advertising opportunities



RUN OF SITE SIDEBAR POSITIONS

A: \$80 PER MONTH

- 300x250
- 25,000 impressions monthly, or \$4 per thousand
- Limited to 4 advertisers
- Includes a mobile ad

SOLD OUT

B, C: \$60 PER MONTH

- 300x250
- 25,000 impressions monthly, or \$3 per thousand
- Limited to 4 advertisers
- Includes a mobile ad

D: \$20 PER MONTH

- 320x100
- 25,000 impressions monthly, or \$1 per thousand.
- Limited to 4 advertisers

**ADD ON
MOBILE FOR
\$60 TOTAL**

E: \$40 PER MONTH

- 300x250
- 25,000 impressions monthly, or \$2 per thousand
- Limited to 4 advertisers • Includes a mobile ad

F: \$40 PER MONTH

- 300x250
- 25,000 impressions monthly, or \$2 per thousand.
- Limited to 4 advertisers
- Includes a mobile ad

**BE
SEEN!**

G, H: \$40 PER MONTH

- 300x250
- 25,000 impressions monthly, or \$2 per thousand.
- Limited to 4 advertisers • Includes a mobile ad

FOOTER ADS: \$30 PER MONTH

- 300x250
- 25,000 impressions monthly, or \$2 per thousand.
- Exclusive Location!

**GREAT
VALUE!**

**GREAT
VALUE!**

INLINE ADS

180x144 Ad
appears within
the actual text
of every article
on desktop.

**JUST \$30
PER MONTH!**

**INLINE
180x144**

**FOOTER AD
300 X 250**

**FOOTER AD
300 X 250**

**FOOTER AD
300 X 250**

2022 COUPON INSERTS

Reach Our Readers with Your Coupon Offer

Program Details

- Coupons inserted once a month into The Coast Star
- Full color coupon printed on both sides
- 70 lb. glossy stock — heavier than mail-packaged coupons
- 10,000 paid copies delivered to subscribers and newsstand readers
- Creative designs done locally
- Only four to eight coupons per edition



COAST STAR SCHEDULE

Insert Date	Artwork Deadline*
Thursday, Jan. 13	Monday, Jan. 3 at Noon
Thursday, Feb. 10	Friday, Jan. 28 at Noon
Thursday, March 10	Friday, Feb. 25 at Noon
Thursday, April 14	Friday, April 1 at Noon
Thursday, May 12	Friday, April 29 at Noon
Thursday, June 9	Friday, May 27 at Noon
Thursday, July 14	Friday, July 1 at Noon
Thursday, Aug. 11	Friday, July 29 at Noon
Thursday, Sept. 8	Friday, Aug. 26 at Noon
Thursday, Oct. 13	Friday, Sept. 30 at Noon
Thursday, Nov. 10	Friday, Oct. 28 at Noon
Thursday, Dec. 8	Wed., Nov. 23 at Noon

OCEAN STAR SCHEDULE

Insert Date	Artwork Deadline*
Friday, Jan. 14	Monday, Jan. 3 at Noon
Friday, Feb. 11	Friday, Jan. 28 at Noon
Friday, March 11	Friday, Feb. 25 at Noon
Friday, April 15	Friday, April 1 at Noon
Friday, May 13	Friday, April 29 at Noon
Friday, June 10	Friday, May 27 at Noon
Friday, July 15	Friday, July 1 at Noon
Friday, Aug. 12	Friday, July 29 at Noon
Friday, Sept. 9	Friday, Aug. 26 at Noon
Friday, Oct. 14	Friday, Sept. 30 at Noon
Friday, Nov. 11	Friday, Oct. 28 at Noon
Friday, Dec. 9	Wed., Nov. 23 at Noon

Total Program Cost \$260

Per Edition Pre-Payment required

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