



# 2023 RATE CARD & PUBLISHING SCHEDULE

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



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

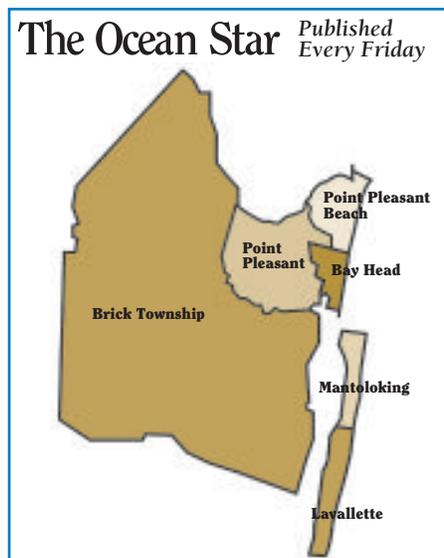
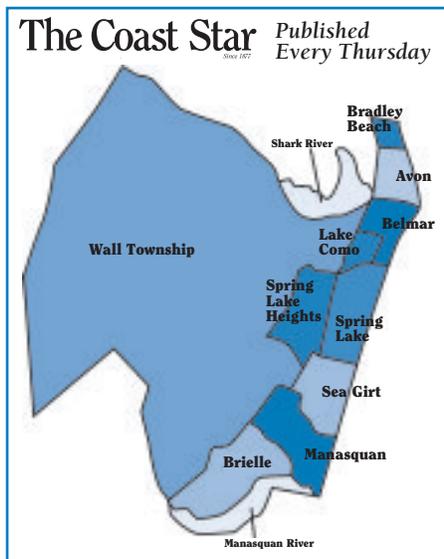


# 2023 PRINT CIRCULATION & REACH

## 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

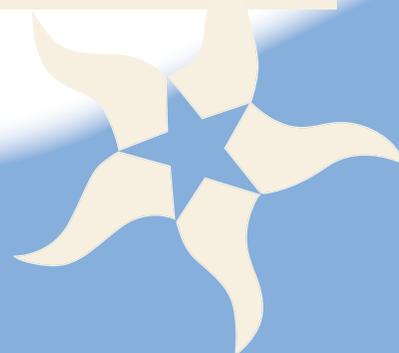
### • OUR DISTRIBUTION •



- 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.



# 2023 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	\$1174.80	\$859.20	\$1,744.80

- 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	\$173.84	\$345.52
8 WEEK/26 WEEK RATE	\$235.89	\$187.39	\$373.24
OPEN RATE	\$308.39	\$225.54	\$458.01

- 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

### 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	\$616.77	\$451.08	\$916.02

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



3 col x 20" vertical



6 col x 10.5" horizontal

### 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	\$146.85	\$107.40	\$218.10

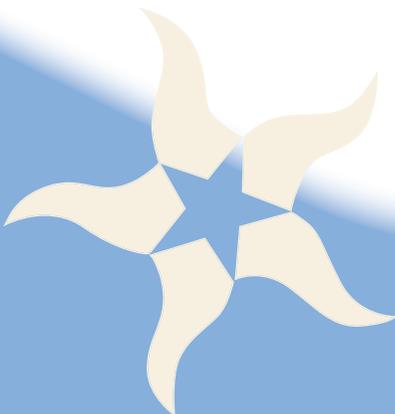
- Add color: \$125 Contract rate one paper
- \$250 Open rate one paper
- \$200 Contract rate combo • \$350 Open rate combo



5 col x 3"



3 col x 5"



# 2023 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).....	\$14.54
<b>Contract Rates:</b>	
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).....	\$9.79
<b>Contract Rates:</b>	
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).....	\$7.16
<b>Contract Rates:</b>	
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.....	\$14.03
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).....	\$15.19
<b>Contract Rates:</b>	
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).....	\$10.46
<b>Contract Rates:</b>	
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).....	\$7.21
<b>Contract Rates:</b>	
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.....	\$14.68
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	\$1.10 (minimum \$22.00)

## COLOR ADVERTISING

These charges are in addition to space charges.

<b>Spot Color Open Rate</b>	
One Paper.....	\$100.00
Both Papers.....	\$175.00

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

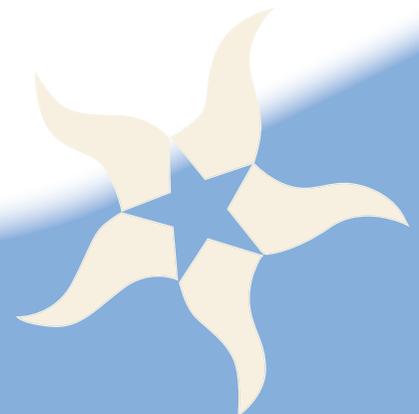
<b>Spot Color Contract Rate</b>	
One Paper.....	\$100.00
Both Papers....	\$150.00

<b>Full Color Contract Rate (process/4C)</b>	
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 if contract requirements continue to be met.

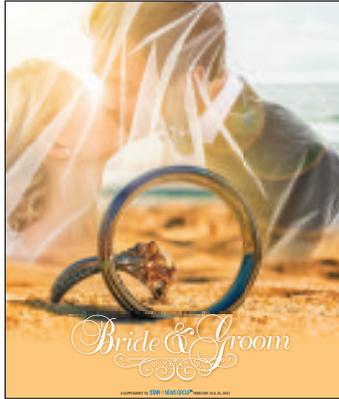
Position: Paid position, at a 50% surcharge, request is subject to prior sale and is not guaranteed.



# 2023 SPECIAL SECTIONS



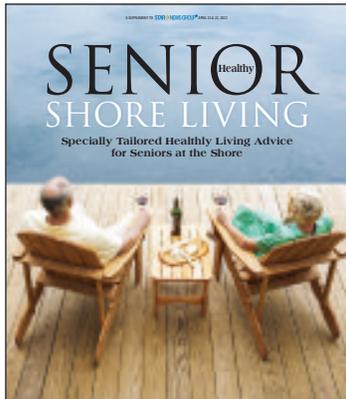
**JAN. 26 & 27/DEADLINE 1/13**



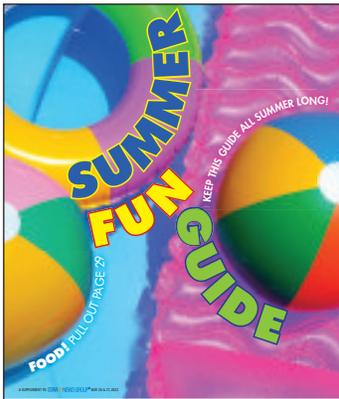
**FEB. 23 & 24/DEADLINE 2/10**



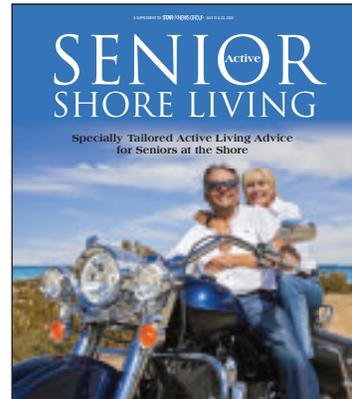
**MAR. 16 & 17/DEADLINE 3/3**



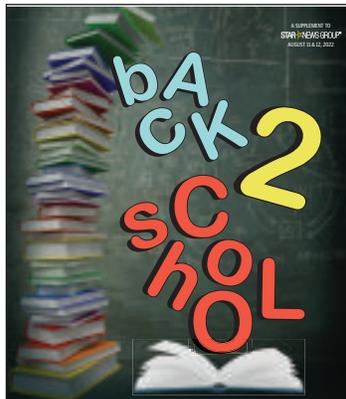
**APR. 20 & 21/DEADLINE 4/7**



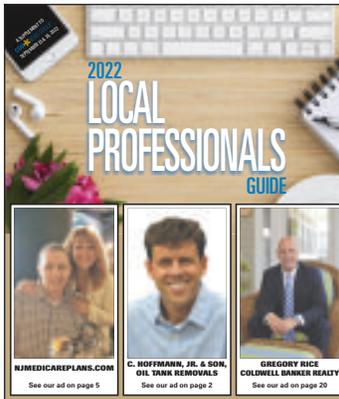
**MAY 25 & 26/DEADLINE 5/12**



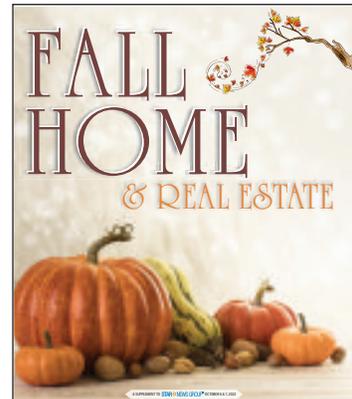
**JULY 20 & 21/DEADLINE 7/7**



**AUG. 10 & 11/DEADLINE 7/28**



**SEPT. 21 & 22/DEADLINE 9/8**



**OCT. 12 & 13/DEADLINE 9/29**

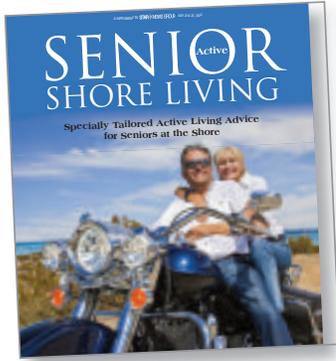


**NOV. 23 & 24/DEADLINE 11/10**

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.

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

# 2023 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



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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### LIFESTYLE

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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 \$350

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

Schedule a QUARTER PAGE ad and add on a QUARTER PAGE advertorial story for just \$200

# 2023 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 9	February 3
March 16	March 10
April 6	March 31
May 11	May 5
May 25	May 19
June 8	June 2
June 22	June 16
July 13	July 7
July 27	July 21
August 17	August 11
August 31	August 25
September 14	September 8
October 19	October 13
November 9	November 3
December 7	December 1

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



## NIGHT & DAY MAGAZINE AD RATES

FULL PAGE.....	<b>\$445</b>
FULL PAGE GLOSSY.....	<b>\$850</b>
HALF PAGE.....	<b>\$320</b>
QUARTER PAGE.....	<b>\$195</b>

## 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](http://www.ndmag.com)**



# 2023 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.)



# 2023 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



## Street Beat

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

**\$446** Combo  
\*Weekly Cost  
Minimum 4 weeks



## People Page

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

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



# 2023 ADVERTISING on StarNewsGroup.com

## OUR WEBSITE HAS GREAT LOCAL REACH

Locals are visiting [starnewsgroup.com](http://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](http://starnewsgroup.com)

### STAND OUT ONLINE

Reach our digital audience with a leaderboard ad prominently displayed. Limited inventory.

**PRICES START AT \$120 PER MONTH**

### RUN OF SITE

- High visibility on the sidebar of nearly every page on [starnewsgroup.com](http://starnewsgroup.com)
- 300x250 sizes available
- Includes a mobile ad
- **PRICES START AT \$80 PER MONTH**



**YOUR AD HERE**

### WEEK IN REVIEW EMAIL BLAST



Our weekly email blast reaches over 14,000+ subscribers. **Your Banner Advertisement will stand out in this news email for just \$40 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 1,100 readers in the The Coast Star and 400 readers in The Ocean Star e-Editions.



# Advertising on StarNewsGroup.com

## Our Website has all-new advertising opportunities

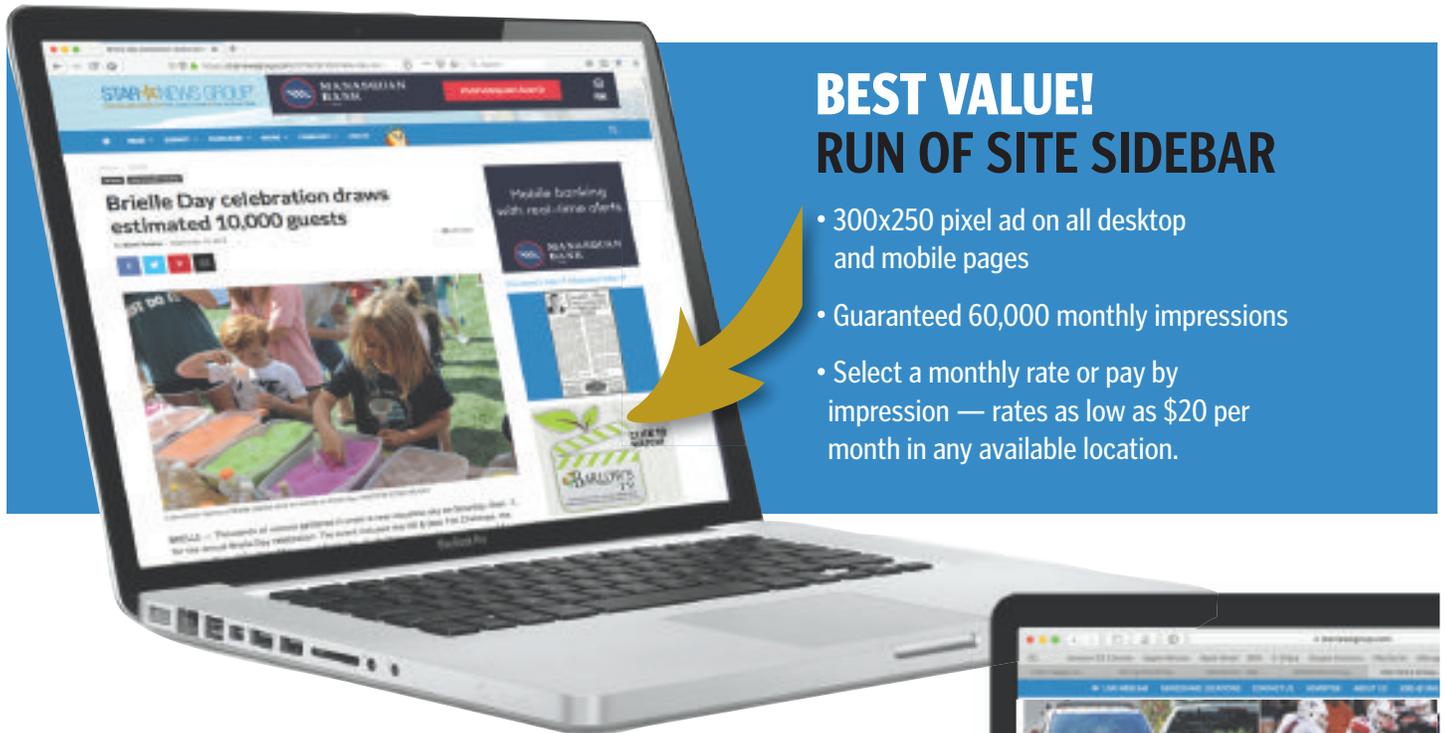
Local readers are visiting StarNewsGroup.com for the latest news and advertising.

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 or your social media page.



## 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**

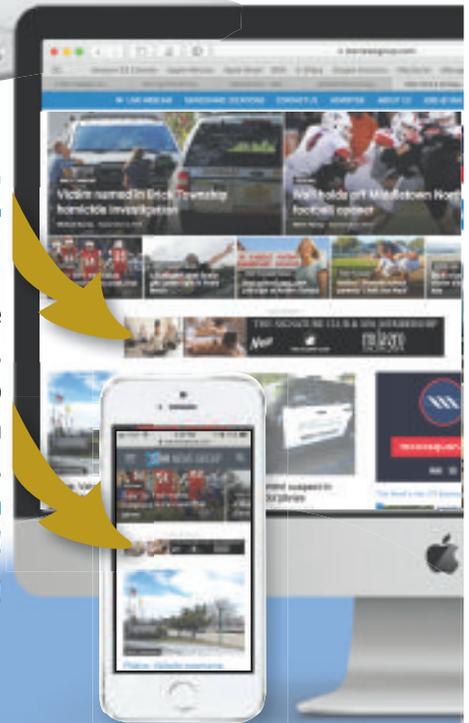


## CATCH THE READER'S EYE!

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!**

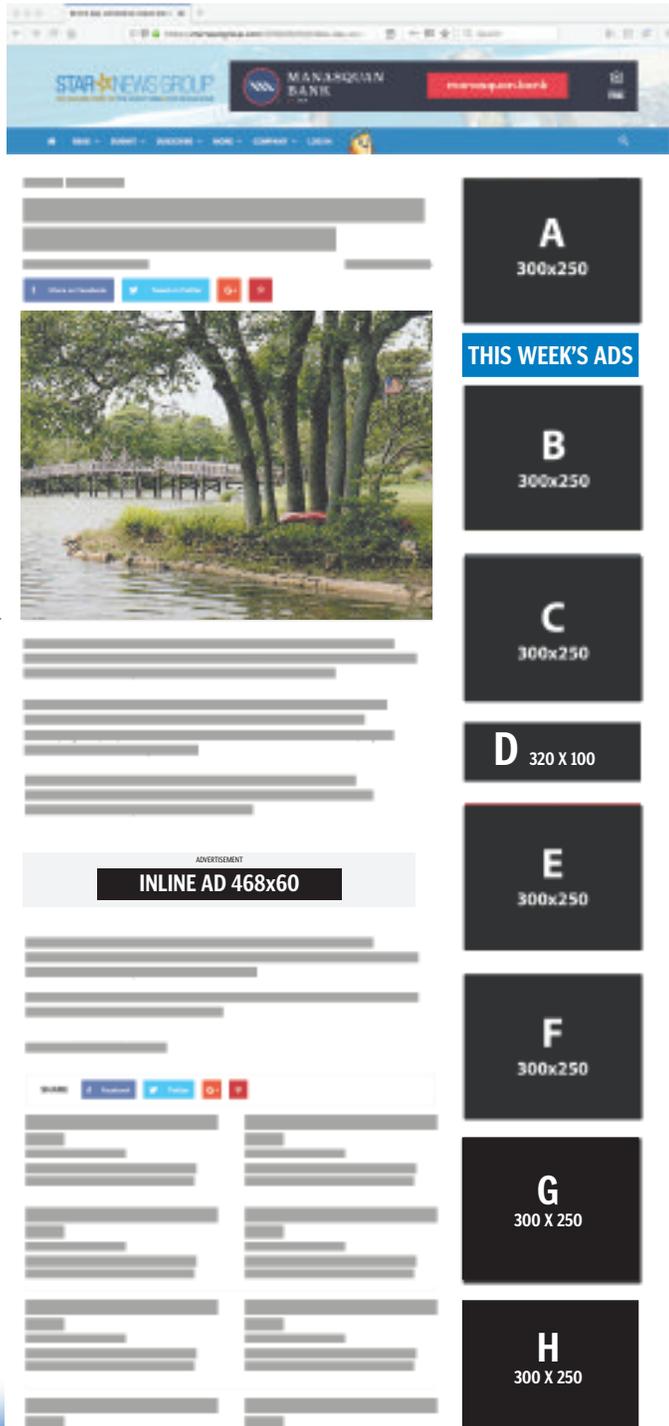
(Limit to 3 Advertisers)!



The Coast Star's e-Edition has 1,100 readers every week, and our Ocean Star e-Edition averages over 400 weekly readers

# Advertising on StarNewsGroup.com

Our Website has all-new advertising opportunities



## RUN OF SITE SIDEBAR POSITIONS

### A: \$60 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

468x60 Ad  
appears within  
the actual text  
of every article  
on desktop.

**JUST \$30  
PER MONTH!**

FOOTER AD  
300 X 250

FOOTER AD  
300 X 250

FOOTER AD  
300 X 250

# 2023 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. 12	Friday, Dec. 30 at Noon
Thursday, Feb. 9	Friday, Jan. 27 at Noon
Thursday, March 9	Friday, Feb. 24 at Noon
Thursday, April 13	Friday, March 31 at Noon
Thursday, May 11	Friday, April 28 at Noon
Thursday, June 8	Friday, May 26 at Noon
Thursday, July 13	Friday, June 30 at Noon
Thursday, Aug. 10	Friday, July 28 at Noon
Thursday, Sept. 14	Friday, Sept. 1 at Noon
Thursday, Oct. 12	Friday, Sept. 29 at Noon
Thursday, Nov. 9	Friday, Oct. 27 at Noon
Thursday, Dec. 14	Wed., Nov. 22 at Noon

## OCEAN STAR SCHEDULE

Insert Date	Artwork Deadline*
Friday, Jan. 13	Friday, Dec. 30 at Noon
Friday, Feb. 10	Friday, Jan. 27 at Noon
Friday, March 10	Friday, Feb. 24 at Noon
Friday, April 14	Friday, March 31 at Noon
Friday, May 12	Friday, April 28 at Noon
Friday, June 9	Friday, May 26 at Noon
Friday, July 14	Friday, June 30 at Noon
Friday, Aug. 11	Friday, July 28 at Noon
Friday, Sept. 15	Friday, Sept. 1 at Noon
Friday, Oct. 13	Friday, Sept. 29 at Noon
Friday, Nov. 10	Friday, Oct. 27 at Noon
Friday, Dec. 15	Wed., Nov. 22 at Noon

**Total Program Cost \$260**

Per Edition Pre-Payment required

\*All artwork must be finalized by the Artwork deadline date and time.



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