

ADVERTISING DEADLINES

THE COAST STAR & THE OCEAN STAR COMBO

Tuesday 5pm

THE OCEAN STAR

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.*

CIRCULATION & REACH

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 editions are downloaded 1,500 times weekly.

OFFICES

THE COAST STAR

13 BROAD STREET
MANASQUAN, NJ 08736
PHONE: (732) 223-0076
FAX: (732) 528-1212

THE OCEAN STAR

1101 RICHMOND AVENUE, SUITE 202C
POINT BEACH, NJ 08742
PHONE: (732) 899-7606
FAX: (732) 899-9778

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

STAR NEWS GROUP®

2024 Advertising Rate Card

Local news



WE'RE ALL
OVER IT!

Every Town. Every Week.

Reach our
loyal weekly readers
in print and online.

Add up the numbers to your successful campaign

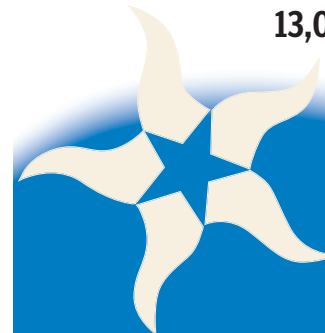
27,000 Weekly Print Readership

100,000 Monthly Views Online

3,500 Digital Downloads Per Week

16,000 Email Subscribers

13,000 Social Media Reach



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

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).....\$15.70

Contract Rates:

**8 weeks consecutively
or 26 weeks annually.....\$12.16**

52 weeks annually.....\$11.08

COAST STAR ONLY

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

Open Rate (per inch).....\$10.57

Contract Rates:

**8 weeks consecutively
or 26 weeks annually.....\$7.62**

52 weeks annually.....\$6.63

OCEAN STAR ONLY

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

Open Rate (per inch).....\$7.73

Contract Rates:

**8 weeks consecutively
or 26 weeks annually.....\$6.02**

52 weeks annually.....\$5.49

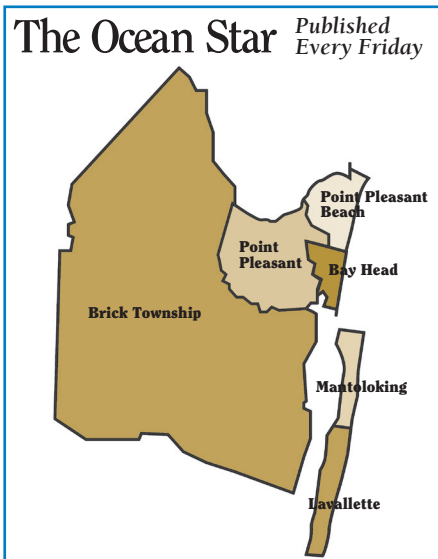
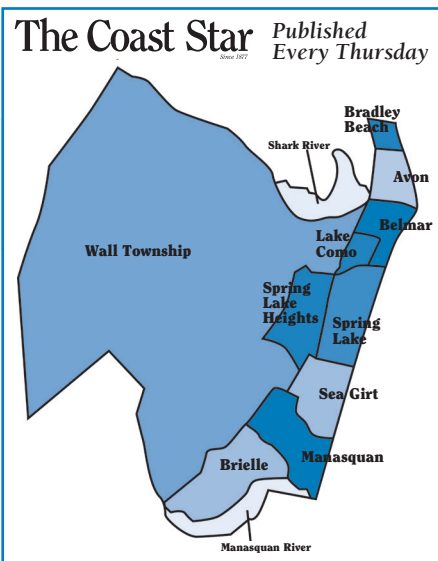
Minimum size on all contracts, Display or Classified, is six inches. All contracts renew January 1 each year if contract requirements continue to be met.

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

AGENCY RATES

Recognized Ad agencies may receive a 15 percent commission or be billed net.

• OUR MARKETS •



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).....\$16.41

Contract Rates:

8 weeks consecutively or 26 weeks annually.....\$12.72

52 weeks annually.....\$11.36

COAST STAR ONLY

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

Open Rate (per inch).....\$11.30

Contract Rates:

8 weeks consecutively or 26 weeks annually.....\$8.18

52 weeks annually.....\$6.91

OCEAN STAR ONLY

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

Open Rate (per inch).....\$7.79

Contract Rates:

8 weeks consecutively or 26 weeks annually.....\$6.07

52 weeks annually.....\$5.55

BUSINESS & SERVICES

Coast & Ocean Star.....\$11.97 per inch

Coast Star only.....\$7.66 per inch

Ocean Star only.....\$5.56 per inch

Front Page Readers per word \$2.85 (minimum \$28.50)

Straight Classified per word \$1.10 (minimum \$22.00)

SPECIAL SECTIONS

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. *Call your Sales Rep today!*

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. 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.

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