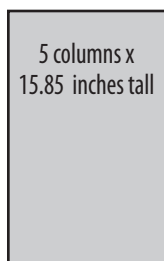


# The Coastal Star Advertising Sizes and Prices

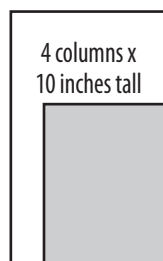
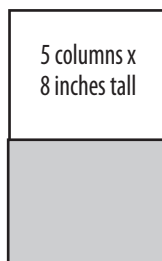
## Full Page

1 x per year, color \$1,700    1 x per year, b&w \$1,500  
 3 x per year, color \$1,600    3 x per year, b&w \$1,400  
 12 x per year, color \$1,500    12 x per year, b&w \$1,200



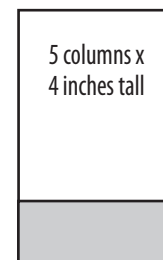
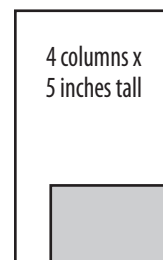
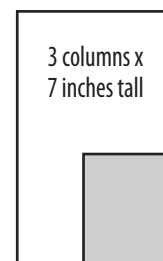
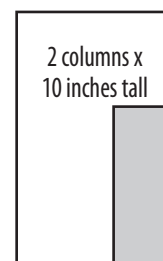
## Half Page

1 x per year, color \$900    1 x per year, b&w \$800  
 3 x per year, color \$850    3 x per year, b&w \$750  
 12 x per year, color \$800    12 x per year, b&w \$700



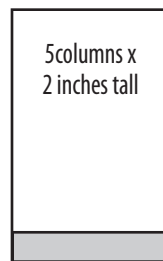
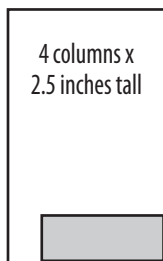
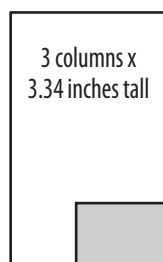
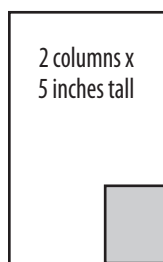
## Quarter Page

1 x per year, color \$500    1 x per year, b&w \$450  
 3 x per year, color \$450    3 x per year, b&w \$400  
 12 x per year, color \$400    12 x per year, b&w \$350



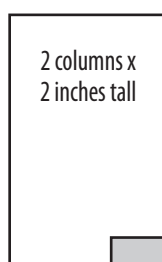
## Eighth Page

1 x per year, color \$275    1 x per year, b&w \$250  
 3 x per year, color \$250    3 x per year, b&w \$225  
 12 x per year, color \$225    12 x per year, b&w \$200



## Biz Card (b&w only)

1 x per year, b&w \$175  
 3 x per year, b&w \$150  
 12 x per year, b&w \$125



## Custom Sizes / Placement

We can work with you to design custom size ads and premium priced placement



## Prepress details

### DESIGN SPACE:

Design spaces are no bleed, no trim.

Ad widths are in columns:

- 1 column = 1.85 inches
- 2 columns = 3.88 inches
- 3 columns = 5.92 inches
- 4 columns = 7.96 inches
- 5 columns = 10 inches

Full page ads should be 10 in. X 15.85 in.

to leave room for our page folio at the top.

### COLOR & REPRODUCTION:

- For color ads: CMYK only
- Total ink density = 250 maximum, 200 DPI
- Minimum - recommended 300 DPI
- For b&w Ads: Grayscale, 200 DPI minimum
- TID = 280 maximum
- Paper type & printing: Cover Sheet is 50# newsprint, inside is 35# at 100 line screen.

## Important details

Placement of ads within The Coastal Star is at the discretion of the publisher.

These prices are quoted per month that the ad runs in the paper.

The rate for single sheet advertising inserts ("8 1/2 X 11") max size is \$100 per thousand for the entire press run.

Pricing for targeted distribution and inserts of more than one page is available.

All new accounts are prepaid until credit has been established. All credit accounts are due within seven days of publication.

## 2010 Advertising Deadlines

Space Reservation	Completed Ads	Distribution
December 21, 2009	December 23, 2009	January 2, 2010
January 26	January 28	February 6
February 23	February 25	March 6
March 23	March 25	April 3
April 27	April 29	May 8
May 25	May 27	June 5
June 22	June 24	July 3
July 25	July 27	August 7
August 24	August 26	September 4
September 21	September 23	October 2
October 26	October 28	November 6
November 23	November 25	December 4
December 20	December 22	January 1, 2011

**"Circulation has grown 25% and we've managed to keep our ad rates the same as last year"** Jerry Lower, Publisher