



Our readers recognize *The Santa Monica Star* as a connection to the community and the people in it.

WHAT MAKES US DIFFERENT?

Revise 6/2024

★ WE PRINT ONLY GOOD NEWS

In addition to our display advertising, we feature articles on business owners and residents whom we call our "local celebrities." This includes numerous photographs of special community events. We periodically have columns on pet care, parenting, trust law, technical updates, a senior snapshot, the teen scene, an event calendar, clergy corner, weddings, various neighborhood happenings, community service, and much more!

★ WE SELL MORE THAN SPACE

With our connections in the community, we will let our contacts personally know about your business or service.



OUR MEDIA OUTLETS:

Monthly - NEWSPAPER COVERAGE OFFERS:

- **Display advertising** (color or black/white)
- Insert a display ad three times and receive a complimentary story and photo
- **Calendar listings**
- **Mini-Message**

Monthly - WEB SITE COVERAGE OFFERS:

- **Banner advertising**
- **Press release** or **feature article w/photo**

Continual - EBLAST/EMAIL OFFERS:

- Gain exposure with a **custom email eblast message** sent to our growing local list.
- Additional option is we send your message to our contact list in a **business featured eblast**.

DISTRIBUTION REACH:

For the past 23 years, The Santa Monica Star has been distributed to readers through businesses, schools, churches, temples, libraries, banks, restaurants, shops, offices, service clubs and non-profit organizations – wherever people congregate.

Let people learn about you and your business in The Santa Monica Star.

DEADLINES:

- **Display advertising** is ideally received by the 15th of the month.
- **Calendar items** or **press releases** due by the 10th of the month before publication.

SPECIFICATIONS:

Provide Ad artwork in high resolution (300 dpi), pdf (preferred), jpeg or tiff files. Color ads must use CMYK color mode. *Options are available for our graphics department to produce your ad for a nominal fee. Send photos as attachments in high resolution. Provide press releases or calendar items by email.

CONTACT:

DIANE MARGOLIN
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The Santa Monica Star, 1112 Montana Ave.
#525, Santa Monica, CA 90403.
www.TheSantaMonicaStar.com

Advertise With Us!

Insertion Display Rates



Connecting You With the Community

The Santa Monica Star newspaper is a monthly lifestyle publication. Featuring advertising, articles and photos on businesses, their owners, and local residents, whom we call our "Neighborhood Celebrities."

Reach potential customers on the Westside and beyond! You, and your business or service can also be written up and featured through an interview or personalized story w/photo. We offer advertising options to fit every budget.

Other promotional opportunities:

- **Mini-Message Bulletin Board in paper**
Text only listing: \$30 per single space, each mo.
(or) \$70 per double space each mo.

- **The Santa Monica Star Website Banner**
Size: (1250 pixels Wide x 210 pixels H)
\$65 per mo. w/customer artwork submitted
\$90 per mo. w/art production creation

Ad Specifications:

Provide ads/photos as high resolution, 300 dpi. Supply Ads as pdf (preferred), tiff, eps or jpeg format, w/fonts embedded. Use CMYK for color ads.

Policies:

All copy is subject to publisher approval. All advertising is accepted on a payment in advance basis until credit is established. Commission of 15% of gross should be added by qualified agencies when camera-ready copy is provided.

Short Rates:

The advertiser will be short-rated if the amount of space committed is not used as noted in the contract.

DIANE MARGOLIN

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Full Page (per month) (10" W x 15.4" H)

	Black/White	4-Color
1 month	\$1245	\$1485
3 months	\$1100	\$1311
6 months	\$1060	\$1263
1 year	\$1005	\$1197

Half Page (per month) (10" W x 7.6" H)

	Black/White	4-Color
1 month	\$670	\$795
3 months	\$640	\$730
6 months	\$595	\$685
1 year	\$570	\$640

1/4 Page (per month) (4.9" W x 7.6" H)

	Black/White	4-Color
1 month	\$335	\$409
3 months	\$315	\$384
6 months	\$295	\$359
1 year	\$275	\$334

1/8 Page (per month) (4.9" W x 3" H)

	Black/White	4-Color
1 month	\$220	\$269
3 months	\$205	\$250
6 months	\$185	\$225
1 year	\$170	\$205

1/16 Page (per month) (4.9" W x 2" H)

	Black/White	4-Color
1 month	\$160	\$195
3 months	\$150	\$182
6 months	\$130	\$156
1 year	\$120	\$143