

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

WHAT MAKES US DIFFERENT?

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.



Revise 6/2024

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 Office: 424-581-6005 Cell: 310-613-3899 <u>SMStarNewspaper@gmail.com</u> The Santa Monica Star, 1112 Montana Ave. #525, Santa Monica, CA 90403. www.TheSantaMonicaStar.com

Advertise With Us!

Insertion Display Rates

(10" W x 15.4" H)

1 3

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1 year

	Black/White	4-Color
month	\$1245	\$1485
months	\$1100	\$1311
months	\$1060	\$1263

Full Page (per month)



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

Black/White 4-Color

\$1005 \$1197

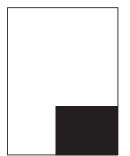
1 month	\$670	\$795
3 months	\$640	\$730
6 months	\$595	\$685
1 year	\$570	\$640

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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)

1	or
1 month\$220\$2693 months\$205\$2506 months\$185\$225)
1 year \$170 \$205	

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

Black/White	4-Color
\$150 \$130	\$195 \$182 \$156
\$120	\$143
	\$160 \$150 \$130



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 <u>Text only listing</u>: \$30 per single space, each mo. (or) \$70 per double space each mo.

Serving Sanla Monica and it's Surrounding Communities Since 1949. www.BradmoreGroup.com	1802 Broadnay. Santa Monica • 310-461-9053 Monday-Saturday. 8:00 a.m. • 8 p.m. School's Backt Look Your Best with Excelent Hair Cuts From the Best.	Board. Soft Monico Acello Delisades Lons Club Polisades Lons Club Polisades Lons Club Methoday soch more de Jan Soft Methoday soch more de Jan Soft Pace Rev. Soft Method New House Hand Method
SANTA MONICA BAY WOMAN'S CLUB 1210 4th Street, Santa Monica 310-395-1308 Now Air-Conditioned Available to rent for your next event!	Looking for Freelance Writers Flexible Hours Call The Santa Monica Star 424-581-6005	Your ad could be here. Let Our Readers Know About Your Special Service or Skill. Call The Santa Monica Star 424-581-6005 for more details.
This Labor Day, don't work- around your problem, solve them with good legal advice. Call Bret R. Carter, Esq. 213-629-5700	Sign up to receive <i>The Santa Monica Star</i> online Ad your filmed to agin up too. THE SANTA MONICA STACK	2111 Wishire Bl. Santa Monica Sullivan Dituri Residential / Income Apartment Rentals Property Management

• 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.

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