



Painting by: Margery Caggiano

DISPLAY ADVERTISING RATES

THE EAST HAMPTON STAR
SHINES FOR ALL

P.O. Box 5002 • 153 Main Street • East Hampton 11937

(631) 324-STAR (7827)

(631) 324-0002 Fax (631) 324-7943

E-Mail: ads@easthamptonstar.com

classy@easthamptonstar.com

Web: www.easthamptonstar.com

THE EAST HAMPTON STAR

SHINES FOR ALL



**THE EAST HAMPTON STAR
COVERS 145 SQUARE MILES
OF THE HAMPTONS
AT THE TIP OF LONG ISLAND**

"I read The Star year-round." –Ben Bradlee

"It's always the best paper I've ever read. Hurray for you." –George Plimpton

"You think of it as a little paper, but it has tremendous power." –Joan Hamburg

"The Star just keeps getting better and better. I spend a lot of time with it." –Clay Felker

▪ THE CLASSIFIEDS ▪

REACHING MORE HOUSEHOLDS AND BUSINESSES THAN ANY OTHER CLASSIFIEDS EAST OF THE SHINNECOCK CANAL

RATES

REGULAR CLASSIFIED:

First insertion \$1/word. Ten word minimum.
85 cents/word for additional runs of same ad.

DISPLAY CLASSIFIED:

\$30/inch. Type centered, bold, or capitalized; logos accepted.

BOXED: \$2 additional per insertion.

SHADED BOXED: \$35/inch

ILLUSTRATED CLASSIFIED

\$30/inch. Two-inch minimum. Boxed with sketch or photo.

One-time \$5 art charge.

AD-VANTAGES

\$5 single insertion. \$10 total for up to four weeks. No copy changes allowed.

For items up to \$200 only. Ten word maximum.

VISA/MasterCard/American Express Accepted

Add \$3.50 weekly if replies come through Box c/o Star.

All Classifieds Payable In Advance

CLASSIFIED NETWORKS

REACH MORE THAN 100,000 READERS

East End Classified Network, 10 word minimum

\$2.50/word first insertion,

\$2.14/word each additional consecutive insertion

EARLY DEADLINE: MONDAY, NOON.

REACH 1,844,237 HOUSEHOLDS

New York State Weeklies, \$425/25 words

Call for other possibilities

EARLY DEADLINE: FRIDAY, 5 P.M.

REACH 13 MILLION HOUSEHOLDS

Nationwide Suburban Classified Advertising Network

\$895/25 word minimum

EARLY DEADLINE: WEDNESDAY, 3 P.M.

▪ SERVICE AND PROFESSIONAL DIRECTORIES ▪

\$425 per inch per year

\$250 per inch for 6 months

\$165 per inch for three months

WEB SITE DIRECTORY

\$65 for 13 weeks

Complimentary listing for
contract advertisers

Circulation

AVERAGE YEAR-ROUND: 15,000

SUMMER: 16,000

NEWSSTAND PRICE \$1 PER COPY

Advertising Deadlines

- Thursday, noon:** Business Directory advertising.
- Friday, noon:** Legal advertising.
- Friday, 5 p.m.:** Arts and Dining Advertising, all advertising requesting Section C.
- Monday, 5 p.m.:** All Classified advertising. Real Estate display advertising. Display advertising requiring camera work or custom art.
- Tuesday, noon:** Camera-ready display advertising.
- Preprint Inserts:** We require reservations for inserts well in advance. We reserve the right to limit the number of preprints per issue.

Display Advertising Sizes and Rates

SIZE	OPEN	2 WKS (-5%)	13 WKS (-15%)	26 WKS (-30%)	52 WKS (-40%)
Full Page	\$3,075.00	\$2,921.00	\$2,614.00	\$2,152.00	\$1,845.00
1/2 Page	\$1,537.50	\$1,461.00	\$1,307.00	\$1,076.00	\$922.50
1/3 Page	\$1,025.00	\$974.00	\$871.00	\$717.50	\$615.00
1/4 Page	\$769.00	\$730.50	\$653.50	\$538.00	\$461.00
1/6 Page	\$512.50	\$487.00	\$435.50	\$359.00	\$307.50
1/8 Page	\$384.50	\$365.00	\$327.00	\$269.00	\$230.50
1/12 Page	\$256.00	\$243.50	\$218.00	\$179.00	\$154.00
1/16 Page	\$193.00	\$182.50	\$163.50	\$120.00	\$100.00
1/24 Page	\$128.00	\$122.00	\$109.00	\$90.00	\$75.00
1/32 Page	\$96.00	\$91.00	\$82.00	\$60.00	\$50.00
1/64 Page	\$48.00	\$45.50	\$41.00	\$30.00	\$25.00

Effective January 9, 2003

Cash or valid credit card in advance is required for all advertising unless a line of credit has been established. A finance charge of 1.5 percent per month will be collected on all invoices not paid within 30 days. The East Hampton Star reserves the right to cancel or reject any advertisement or preprint insert at any time. No advertisement may be canceled by an advertiser after deadline. No advertisement designed or prepared by The East Hampton Star may be used elsewhere without express permission. These are net rates.

Maximum advertising area: 82 by 124.5 picas (13.625" x 20.750")
Column width: 12p10 (2.139")

PDF submissions accepted. Please call 631-324-0002 or e-mail: ads@easthamptonstar.com for specifications.

Volume Discounts: By contract only, 8 pages or more yearly.
Bonus 10% off 52 week rates.

Premium Positions: Sold for 1/4 page ads and up. Premium positioning refers to a specific page, not position on the page, and is subject to availability. Surcharge: 15-20%.

Pre-Print Insert Rate: 2-12 pages: \$120 per thousand.
For every additional 4 pages add \$4 per thousand.

Indemnification: The advertiser and advertising agency assume liability, jointly and separately, for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against The East Hampton Star Inc. Advertiser and advertising agency hereby agree, jointly and severally, to indemnify and hold The East Hampton Star Inc. harmless from all costs, expenses (including reasonable attorneys' fees), liabilities and damages resulting from or caused by publication of any advertisement placed by advertiser or advertising agency.

Errors and Omissions: Publisher's liability to (advertiser or agency) due to error or omissions shall in no event exceed the amount of publisher's regular charges for insertion of the advertisement which was omitted or in which the error occurred in the issue or issues of The East Hampton Star in which the advertisement was or was to have been printed.

Spot Color: \$140 per color (1/4 page min. ad)
Four Color: \$400 with separation negatives provided (1/4 page min. ad). Prices for color separations range from \$100 to \$800. Call for details and deadline requirements.

Handling: \$25 per affidavit, notarization.
Production: Composition, design, and custom artwork: Up to one hour, no charge. \$50 per hour or fraction of hour thereafter.

Scans, halftones, screening, reductions, enlargements, and additional prints: \$5 each.

Reverses: All reverses will be screened to 60%. 5% surcharge for ads with 25% or more reverse. (with the exception of logos)

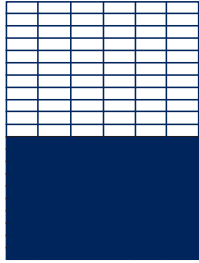
Political Advertising: At display rates, and in accordance with Federal statutes. Must be paid in advance.

Legal Rates: Set by New York State law.

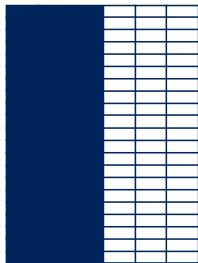
Popular Ad Formats



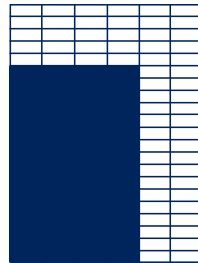
Full Page
13.667 in. x 20.917 in.



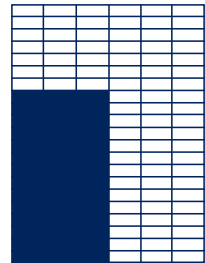
Horizontal 1/2 Page
13.667 in. x 9.8125 in.



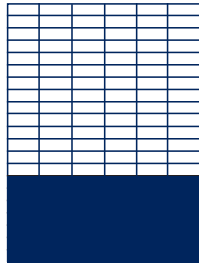
Vertical 1/2 Page
6.75 in. x 20.917 in.



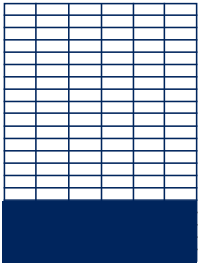
1/2 Page
9.056 in. x 15.8125 in.



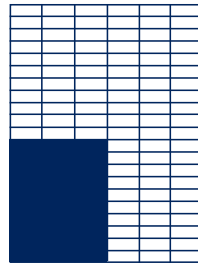
1/3 Page
6.75 in. x 13.8125 in.



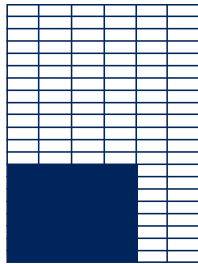
Horizontal 1/3 Page
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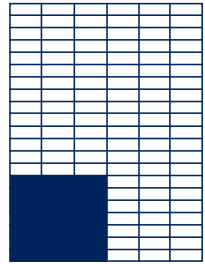
Horizontal 1/4 Page
13.667 in. x 4.8125 in.



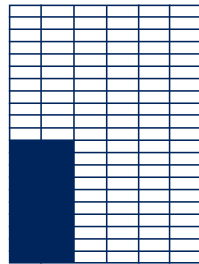
1/4 Page
6.75 in. x 9.8125 in.



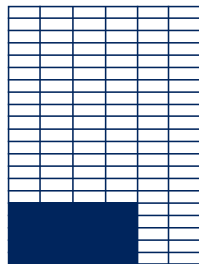
1/4 Page
9.056 in. x 7.8125 in.



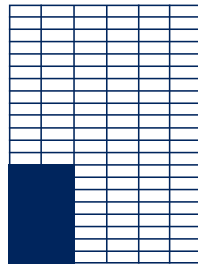
1/6 Page
6.75 in. x 6.8125 in.



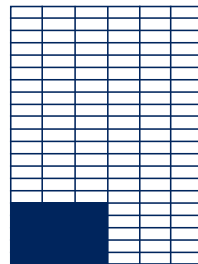
Vertical 1/6 Page
4.444 in. x 9.8125 in.



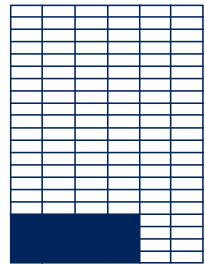
Horizontal 1/6 Page
9.056 in. x 4.8125 in.



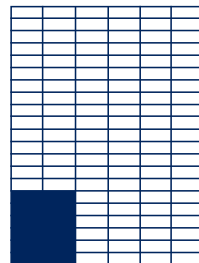
Vertical 1/8 Page
4.444 in. x 7.8125 in.



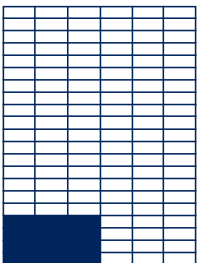
1/8 Page
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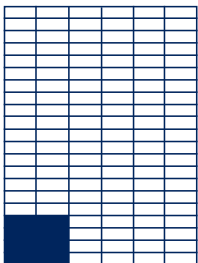
Horizontal 1/8 Page
9.056 x 3.8125 in.



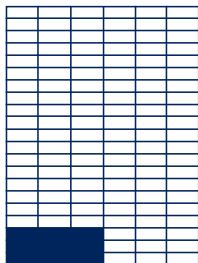
Vertical 1/12 Page
4.444 in. x 5.8125 in.



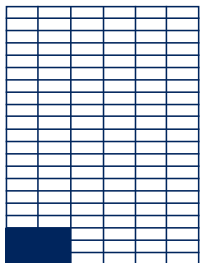
Horizontal 1/12 Page
6.75 in. x 3.8125 in.



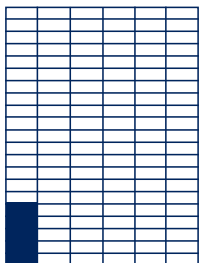
1/16 Page
4.444 in. x 3.8125 in.



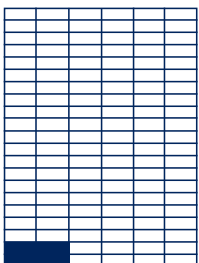
Horizontal 1/16 Page
6.75 in. x 2.8125 in.



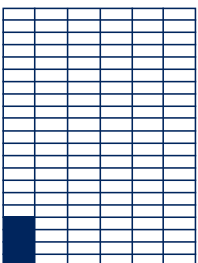
Horizontal 1/24 Page
4.444 in. x 2.8125 in.



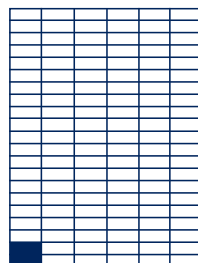
Vertical 1/24 Page
2.139. x 4.8125 in.



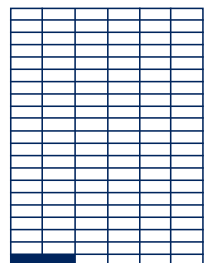
Horizontal 1/32 Page
4.444 in. x 1.8125 in.



Vertical 1/32 Page
2.139. x 3.8125 in.



1/64 Page
2.139 in. x 1.8125 in.



Horizontal 1/64 Page
4.444 in. x .9375 in.

Online Advertising

As an EASTHAMPTONSTAR.COM advertiser you reach more than 25,000 affluent and influential customers each month from the South Fork, New York City, and beyond. The number of online visitors peaks Thursday and Friday, when many affluent readers are planning their weekends in the Hamptons.

Rates and Sizes

SKYSCRAPER
120 X 600 PX[†]

—
RUN-OF-SITE
\$15 CPM*

—
INSIDE PAGE(S)
\$10 CPM*

BANNER – 488 X 90 PX[†]

RUN-OF-SITE: \$15 CPM*
INSIDE PAGE(S): \$10 CPM*

SQUARE – 250 X 250 PX[†]

RUN-OF-SITE: \$15 CPM*
INSIDE PAGE(S): \$10 CPM*

BUTTON –

120 X 90 PX[†]
RUN-OF-SITE:
\$5 CPM*

*Readers of
EASTHAMPTONSTAR.COM
spend 10 minutes or more
at our site each visit, assuring
your advertisement is going to be
seen and paid attention to.*

What We Offer:

- Detailed information regarding your ad, including how many times visitors “clicked-through” to your Web site.
- No charge for color.
- Your ad designed and placed to match your budget.
- Cost-effective access to a highly desirable readership.

EASTHAMPTONSTAR.COM
averages 40,000 views per week

To place your ad: Phone: (631) 324-0002, Fax (631) 324-7493, or e-mail: ads@ehstar.com