

THE EAST HAMPTON STAR

SHINES FOR ALL

Advertising Rates



P.O. Box 5002 • 153 Main St. • East Hampton, NY 11937

(631) 324-0002

sales@ehstar.com

ads@ehstar.com

classy@easthamptonstar.com

easthamptonstar.com

THE EAST HAMPTON STAR

SHINES FOR ALL
Since 1885



The Star's PAID circulation guarantees your ad actually is noticed by THOUSANDS of Hamptons residents, weekenders, and visitors who read us every week in print and online.

Average print run: 6,000 copies

1.3 million unique visitors to easthamptonstar.com

NEWSSTAND PRICE: \$2 PER COPY

The Star provides cost-effective access to a discerning and wealthy audience from across the East End and beyond.

Our e-newsletters go out to more than 12,000 email addresses and have an exceptional open rate of 40-50%.

ONLINE AD SIZES AND RATES:

Banner: 728 x 90 px | **Square:** 300 x 250 px

Run-of-site – \$500/month

Home Page Anchor: Available from \$750/month to \$825/month

Please call for details and technical specifications.

Classified Advertising Sizes and Rates

TO PLACE an AD, CALL 631-324-0002, EMAIL CLASSY@EASTHAMPTONSTAR.COM, OR VISIT EASTHAMPTONSTAR.COM THE DEADLINE FOR CLASSIFIED SUBMISSIONS IS MONDAY AT 5 P.M.

REGULAR:	\$1/word for first insertion (10 word min.) 85 cents/word for additional insertions of the same ad (no changes).	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.
BOXED	\$15/week additional charge.	TERMS:	All classifieds are payable in advance. Add \$2.50 weekly if replies come through Box c/o East Hampton Star.
ILLUSTRATED:	\$20/week additional charge. Photos, sketch, or logos accepted.		

Service and Professional Directories

\$445 per inch per year
\$260 per inch for 6 months
\$170 per inch for three months

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Display Advertising Sizes and Rates

AD SIZE	OPEN	2 WKS (-5%)	13 WKS (-15%)	26 WKS (-30%)	52 WKS (-40%)
Full Page	\$3,309.00	\$3142.00	\$2,811.00	\$2,314.00	\$1,985.00
1/2 Page	\$1654.00	\$1571.00	\$1,405.00	\$1,157.00	\$992.00
1/3 Page	\$1103.00	\$1047.00	\$937.00	\$770.00	\$662.00
1/4 Page	\$827.00	\$785.00	\$702.50	\$578.00	\$496.00
1/6 Page	\$551.00	\$523.00	\$468.00	\$385.00	\$330.00
1/8 Page	\$413.00	\$393.00	\$351.00	\$289.00	\$248.00
1/12 Page	\$276.00	\$262.00	\$234.00	\$193.00	\$165.00
1/16 Page	\$207.00	\$196.00	\$175.00	\$129.00	\$112.00
1/24 Page	\$138.00	\$131.00	\$117.00	\$96.00	\$81.00
1/32 Page	\$103.00	\$98.00	\$88.00	\$73.50	\$61.00
1/64 Page	\$51.00	\$49.00	\$43.50	\$32.50	\$30.50

MAXIMUM ADVERTISING AREA: 13.667" w x 20.917" h

Column Width: 2.139"

Deadlines

WEDNESDAY, NOON: Business Directory advertising.

FRIDAY, NOON: Legal advertising.
Arts and Dining advertising.
Display advertising requiring custom work (non-camera ready ads).

MONDAY, 5 P.M.: All Classified advertising.
Real Estate display advertising.
Camera-ready display advertising.

Ad Submission

VIA E-MAIL: ADS@EHSTAR.COM
For file sizes larger than 8MB, email or call for FTP information.

ACCEPTED FORMATS

- Press-quality PDF (*preferred*) (Acrobat 4.0 compatible)
- 300 DPI TIFF
- We do not accept Publisher or Pages files

CAMERA-READY ADVERTISING: The submitting agency (or client) is solely responsible for the accuracy of camera-ready ads.

Color and Special Handling Rates

FOUR COLOR: \$200 - Call for details and deadline requirements.

REVERSES: All reverses will be screened to 65% (with the exception of logos).

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%.

PRODUCTION: Composition, design and custom artwork: Up to 1 hour, no charge. \$50 per hour or fraction of hour thereafter.

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

LEGAL RATES: Set by New York State Law.

Pre-print Inserts

We require reservations for inserts well in advance. *We reserve the right to limit the number of preprints per issue.*

RATES: 2-12 pages: \$120 per thousand.
For every additional 4 pages add \$4 per thousand.

Terms

- 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.
- No advertisement designed or prepared by The East Hampton Star may be used elsewhere without express permission.
- 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.
- These are net rates.

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.

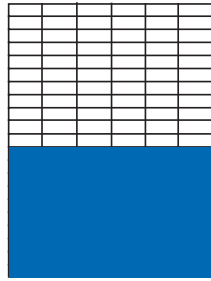
Errors and Omissions: Publisher's liability to (advertiser or agency) due to error or omission shall in no event exceed the amount of publisher's regular charges for insertion of the advertisement which was omitted or in which the error occurred in the issue or issues of The East Hampton Star in which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

Since 1885

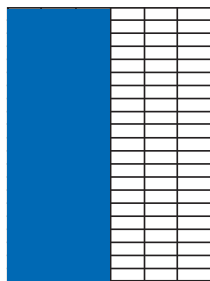
Popular Ad Formats



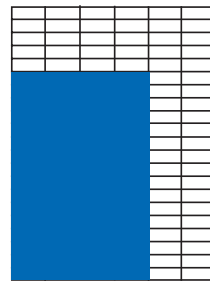
Full Page
13.667 in. x 20.917 in.



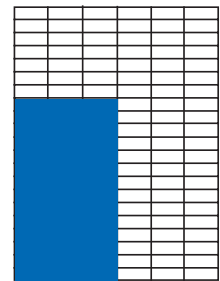
Horizontal 1/2 Page
13.667 in. x 9.8125 in.



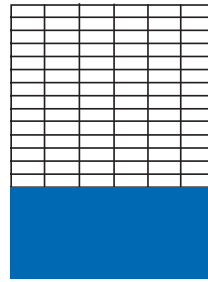
Vertical 1/2 Page
6.75 in. x 20.917 in.



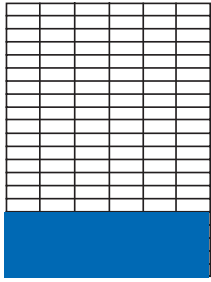
1/2 Page
9.056 in. x 15.8125 in.



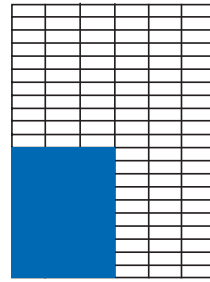
1/3 Page
6.75 in. 13.8125 in.



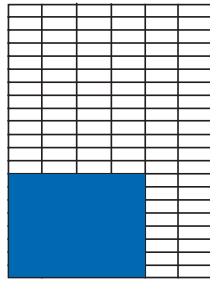
Horizontal 1/3 Page
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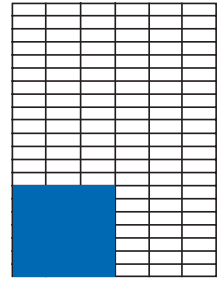
Horizontal 1/4 Page
13.667 in. x 4.8125



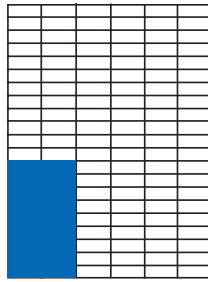
1/4 Page
6.75 in. x 9.8125 in.



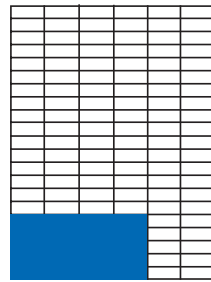
1/4 Page
9.056 in. x 7.8125 in.



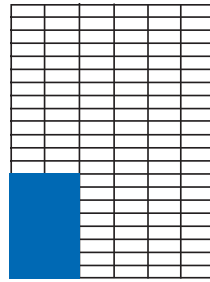
1/6 Page
6.75 in. x 6.8125



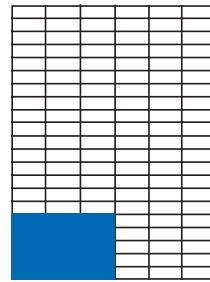
Vertical 1/6 Page
4.444 in. x 9.8125 in.



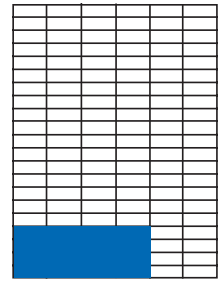
Horizontal 1/6 Page
9.056 in. x 4.8125 in.



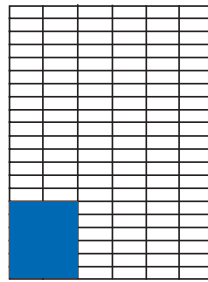
Vertical 1/8 Page
4.444 in. x 7.8125 in.



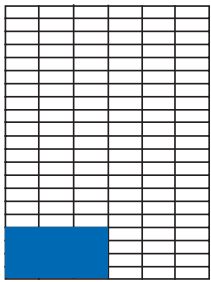
1/8 Page
6.75 in. x 4.8125 in.



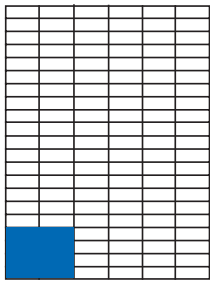
Horizontal 1/8 Page
9.056 x 3.8125 in.



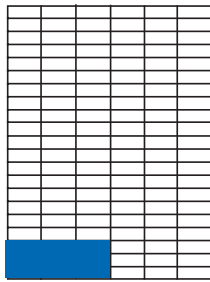
Vertical 1/12 Page
4.444 in. x 5.8125 in.



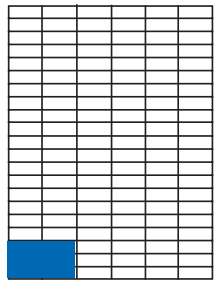
Horizontal 1/12 Page
6.75 in. x 3.8125 in.



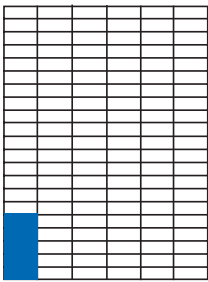
1/16 Page
4.444 in. x 3.8125 in.



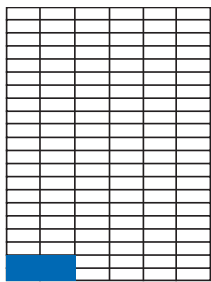
Horizontal 1/16 Page
6.75 in. x 2.8125 in.



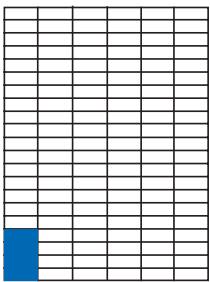
Horizontal 1/24 Page
4.444 in. x 2.8125 in.



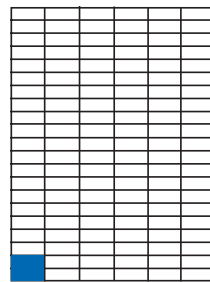
Vertical 1/24 Page
2.139. x 4.8125 in.



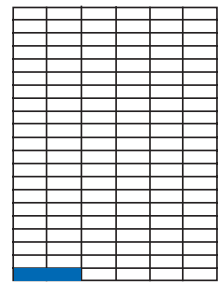
Horizontal 1/32 Page
4.444 in. x 1.8125 in.



Vertical 1/32 Page
2.139 in. x 3.8125 in.



1/64 Page
2.139 in. x 1.8125 in.



Horizontal 1/64 Page
4.444 in. x .8125 in.