



The Region's Largest Circulation Magazine!

CoastalFamily magazine

Advertise in Coastal Family magazine and get the Web for **FREE!** Coastal Family is available at more than 300 locations throughout Savannah, Effingham County, Richmond Hill, Hilton Head, and Bluffton. Distributed at hospitals, private schools, public elementary schools, physicians' waiting rooms, preschools, restaurants, malls, specialty shops and grocery stores... wherever parents shop, sit and wait!

- **Distribution:** 9,000 copies per issue
- **Readership:** minimum of 25,000-30,000 adults per issue

Ad rates as of November 1, 2009

2009-2010 Print/Online* Combination Advertising Rates

Ad Size	12x	6x	3x	Open	Volume Discount Rates
Frequency Discount Rates	(-37%)	(-22%)	(-12.5%)		
1/8 4.7" x 2.86" (H) or 2.25" x 5.75" (V)	\$125	\$150	\$182	\$206	
1/6 4.7" x 3.5"	\$156	\$187	\$218	\$265	(-7.5%)
1/4 4.7" x 5.75"	\$225	\$270	\$327	\$372	(-10%)
1/3 7" x 5.25" (3 col.) or 9.5" x 4" (4 col.)	\$375	\$450	\$525	\$597	(-12.5%)
1/2 9.5" x 5.75" (H) or 4.7" x 11.7" (V)	\$425	\$527	\$591	\$703	(-15%)
Junior Page 7" x 8.55"	\$587	\$705	\$822	\$935	(-20%)
Full Page 9.5" x 11.7"	\$750	\$936	\$1,092	\$1,194	(-25%)
Premium Positions - Includes FREE Four Color	12x	6x	3x	Open	
Back Cover	\$825	\$990	\$1,155	\$1,313	
Inside Front	\$787	\$945	\$1,102	\$1,253	
Inside Back	\$787	\$945	\$1,102	\$1,253	
Family Resource Directory - Includes FREE Four Color	12x	6x	Open		
1 Block 2.25" x 1.75"	\$40	\$50	\$60		
2 Blocks 4.75" x 1.75" (H) or 2.25" x 3.75" (V)	\$65	\$80	\$99		
Party Guide - Includes FREE Four Color	12x	6x	Open		
1 Block 2.25" x 1.75"	\$40	\$50	\$60		
2 Blocks 4.75" x 1.75" (H) or 2.25" x 3.75" (V)	\$65	\$80	\$99		



Spot Color: +\$70 • 4-Color: +\$99 • Guaranteed Placement Ads must be 1/2 page or larger. Rates are NET of Agency Commissions. Terms: due and payable upon publication.

*Price includes 20,000 CPM per month at www.coastalfamily.com

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Online Only Advertising Monthly Rates

	size	1 mo.	3 mo.	6 mo.	1 yr.
Tile/Hot Link	120 x 90	\$120	\$110	\$100	\$90
Tile/Hot Link (skyscraper)	120 x 600	\$195	\$190	\$185	\$180
Embedded Ad/Hot Link	300 x 250	\$195	\$190	\$185	\$180
Banner/Hot Link	468 x 60	\$195	\$190	\$185	\$180