

The Region's ONLY Parenting Magazine!

CoastalFamily magazine



Coastal Family is available at more than 300 locations throughout Savannah, Effingham County and Richmond Hill. Distributed at Savannah hotels, hospitals, private schools, public elementary schools, physicians' waiting rooms, preschools, restaurants, malls, specialty shops and grocery stores... wherever parents shop, sit and wait, and direct mail to 1,000 select families!

- **Distribution:** 7,500 copies per issue
- **Readership:** minimum of 27,500+ adults per issue

Ad rates as of November 1, 2010

2011-2012 Print/Online* Combination Advertising Rates

Ad Size	6x	3x	Open
Frequency Discount Rates	(-25%)	(-10%)	
1/8 4.7" x 2.86" (H) or 2.25" x 5.75" (V)	\$155	\$186	\$206
1/6 4.7" x 3.5"	\$199	\$239	\$265
1/4 4.7" x 5.75"	\$279	\$335	\$372
1/3 7" x 5.25" (3 col.) or 9.5" x 4" (4 col.)	\$448	\$535	\$597
1/2 9.5" x 5.75 (H) or 4.7" x 11.7" (V)	\$527	\$595	\$703
Junior Page 7" x 8.55" (includes 1 month web)	\$701	\$842	\$935
Full Page 9.5" x 11.7" (includes 1 month web)	\$895	\$1,075	\$1,194
Premium Positions - Includes FREE Four Color	6x	3x	Open
Back Cover	\$985	\$1,182	\$1,313
Inside Front	\$940	\$1,128	\$1,253
Inside Back	\$940	\$1,128	\$1,253
Family Resource Directory - Includes FREE Four Color	6x	Open	
1 Block 2.25" x 1.75"	\$50	\$60	
2 Blocks 4.75" x 1.75" (H) or 2.25" x 3.75" (V)	\$80	\$99	
Party Guide - Includes FREE Four Color	6x	Open	
1 Block 2.25" x 1.75"	\$50	\$60	
2 Blocks 4.75" x 1.75" (H) or 2.25" x 3.75" (V)	\$80	\$99	



Spot Color: +\$50 • 4-Color: +\$99 • \$70 6x contract • Guaranteed Placement Ads must be 1/2 page or larger.

Rates are NET of Agency Commissions. Terms: due and payable upon publication.

www.coastalfamily.com

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Online Only Advertising Monthly Rates*

	size	1 mo.	3 mo.	6 mo.	12 months
Top Banner	468 x 60	\$150	\$130	\$110	\$90
Bottom Banner	468 x 60	\$135	\$115	\$95	\$75
Large Tile	300 x 250	\$150	\$120	\$100	\$80
Small Tile	125 x 125	\$50	\$40	\$35	\$25
Single Skyscraper	150 x 600	\$110	\$90	\$70	\$50
Double Skyscraper	300 x 600	\$200	\$180	\$140	\$100

*Price includes 10,000 unique visitors per month at www.coastalfamily.com in rotation with print/online advertisers