

# THE DAILY STAR

Publication Date	June 1952	Lebanon Distribution	Total Circulation	12,500
Nb of Pages	16 pages		Direct Mailing	1,000
Content	News		Subscribers	1,500
Readership Profile	A+,A, and B		News Stands	10,000

## ADVERTISING RATES as of January 2016

\* BLUE ZONE : 1 INSERTION + 1 LEADERBOARD (728\*90 PIXELS) OR MPU (300\*250 PIXELS) FOR 1 DAY DEPENDING ON AVAILABILITY

	5.5 x 2	5.5 x 3	5.5 x 4	5.5 x 6	11.5 x 2	11.5 x 3	11.5 x 4	11.5 x 6	17.5 x 2	17.5 x 3	17.5 x 4	17.5 x 6	25 x 2	25 x 3	25 x 4	25 x 6	52.5 x 2	52.5 x 3	52.5 x 4	52.5 x 6
Page 1 Color	\$600	\$900	\$1,650	\$2,250	\$1,650	\$2,000	\$2,500	\$3,800	\$2,250	\$2,850	\$3,780	\$5,670	\$2,700	\$4,250	\$5,700	\$8,300				
Page 2 or 3 B/W	\$264	\$396	\$528	\$792	\$552	\$828	\$1,104	\$1,656	\$840	\$1,260	\$1,680	\$2,520	\$1,200	\$1,800	\$2,400	\$3,600	\$2,520	\$3,780	\$5,040	\$7,560
Page 2 or 3 Color	\$363	\$545	\$976	\$1,339	\$1,009	\$1,389	\$1,768	\$2,527	\$1,405	\$1,983	\$2,560	\$3,715	\$1,900	\$2,750	\$3,550	\$5,250	\$3,715	\$5,448	\$7,180	\$10,500
Economic & business ads page 4, 5, 6 B/W	\$198	\$297	\$396	\$594	\$414	\$621	\$828	\$1,242	\$630	\$945	\$1,260	\$1,890	\$900	\$1,350	\$1,800	\$2,700	\$1,890	\$2,835	\$3,780	\$5,670
Inside Pages 7, 8, 9 B/W	\$154	\$231	\$308	\$462	\$322	\$483	\$644	\$966	\$490	\$735	\$980	\$1,470	\$700	\$1,050	\$1,400	\$2,100	\$1,470	\$2,205	\$2,940	\$4,410
Obits Page 10 B/W	\$198	\$297	\$396	\$594	\$414	\$621	\$828	\$1,242	\$630	\$945	\$1,260	\$1,890	\$900	\$1,350	\$1,800	\$2,700	\$1,890	\$2,835	\$3,780	\$5,670
Classified Page 11 B/W	\$198	\$297	\$396	\$594	\$414	\$621	\$828	\$1,242	\$630	\$945	\$1,260	\$1,890	\$900	\$1,350	\$1,800	\$2,700	\$1,890	\$2,835	\$3,780	\$5,670
Inside Pages 12, 13 B/W	\$154	\$231	\$308	\$462	\$322	\$483	\$644	\$966	\$490	\$735	\$980	\$1,470	\$700	\$1,050	\$1,400	\$2,100	\$1,470	\$2,205	\$2,940	\$4,410
Sports Pages 14, 15 B/W	\$154	\$231	\$308	\$462	\$322	\$483	\$644	\$966	\$490	\$735	\$980	\$1,470	\$700	\$1,050	\$1,400	\$2,100	\$1,470	\$2,205	\$2,940	\$4,410
Sports Pages 14, 15 Color	\$231	\$346	\$462	\$693	\$483	\$725	\$966	\$1,449	\$735	\$1,103	\$4,470	\$2,205	\$1,050	\$1,575	\$2,100	\$3,150	\$2,205	\$3,308	\$4,410	\$6,615
Back Page B/W	\$264	\$396	\$528	\$792	\$552	\$828	\$1,104	\$1,656	\$840	\$1,260	\$1,680	\$2,520	\$1,200	\$1,800	\$2,400	\$3,600	\$2,520	\$3,780	\$5,040	\$7,560
Back Page Color	\$363	\$545	\$976	\$1,339	\$1,009	\$1,389	\$1,768	\$2,527	\$1,405	\$1,983	\$2,560	\$3,715	\$1,900	\$2,750	\$3,550	\$5,250	\$3,715	\$5,448	\$7,180	\$10,500

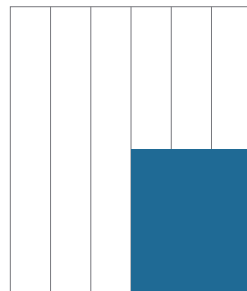
Leaflets / flyers Insertions

Single Sheet 3000  
Booklet 4000

**Terms & Conditions**

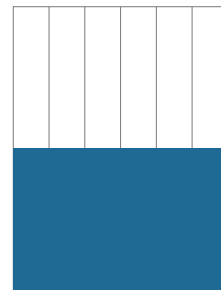
<b>Editorial Advertising</b>	Surcharge 100 % on advertising rates
<b>Production Specifications</b>	PDF or JPG format (only electronic format)
<b>Material Deadline</b>	At least 48 hrs prior to publication date
<b>Cancellation</b>	Any cancellation instructions must be received in writing 4 days prior to publication date.
<b>General Conditions</b>	Advertisers and their agencies shall assume full responsibility for advertisement copy and contents. The publisher reserves the right to decline any advertisement not deemed suitable for print.

**Technical Requirements**



**Quarter Page**

25 cm x 3 col



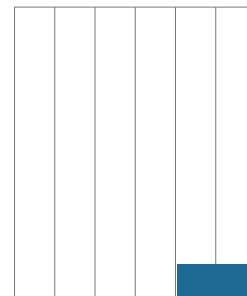
**Half Page**

25 cm x 6 col

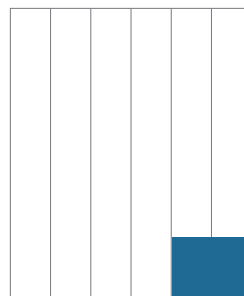


**Full Page**

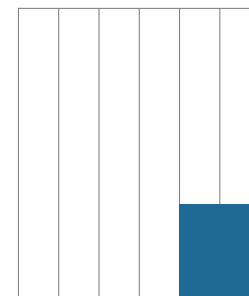
52.5 cm x 6 col



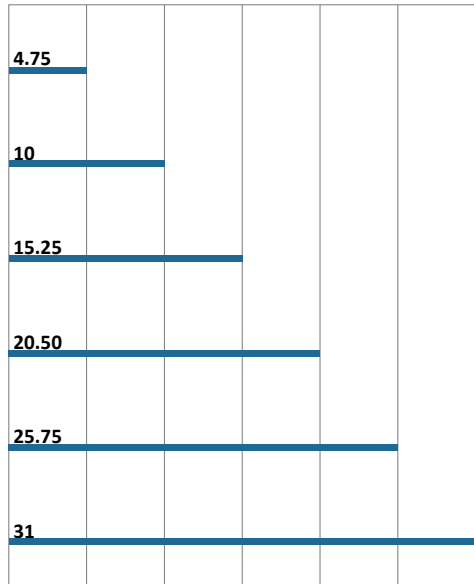
5.5\* 2



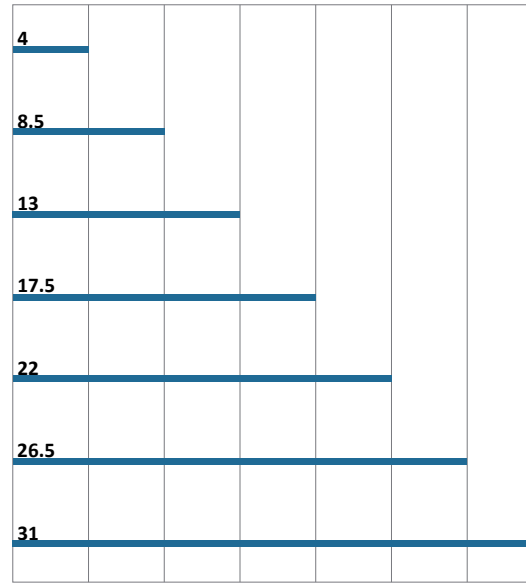
11.5\*2



17.5\*2



All Sections



Classified Section



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