## FEDERATI@NSTAR

Published by Jewish Federation of Greater Naples

SERVING NAPLES, MARCO ISLAND AND THE SURROUNDING COMMUNITIES

## Reach 5,000+ local Jewish residents!

Each month, over 5,000 Jewish residents in the Greater Naples area turn to the *Federation Star* for:

- ▶ Upcoming major events
- ► Community Directory
- ▶ Jewish Interest articles
- ► Israel updates
- ► Community Calendar
- ▶ Business Directory
- Synagogue news
- ► Local Organization news
- ▶ Jewish Federation updates
- **▶** Tributes
- ▶ Holocaust Museum news
- ► Commentary pieces
- and much more



## Grow your business with the Federation Star!

#### TARGETED DISTRIBUTION

Reach our affluent, informed, health-conscious, and savvy readers who are looking for new and better ways to enrich their lives and those of their loved ones. The *Federation Star* is mailed to over 3,400 Jewish households in the Greater Naples area (including Marco Island, Bonita Springs and Estero). Additional copies are available at the Jewish Federation of Greater Naples office and local synagogues.

## LIFE-ENRICHING INFORMATION

Each month readers of the *Federation Star* get news on all Jewish-related local events, including two Jewish Film Festivals, the Jewish Book Festival, timely lectures and social activities. They also get updates from the area's five synagogues

and numerous local Jewish organizations. It's also the place they turn to for community news, the community calendar, a business directory and much more.

## COST-EFFECTIVE ADVERTISING

The Federation Star targets and attracts the readers you want to reach. We offer several different ad sizes to meet everyone's budget, as well as discounts for running ads for 4 or more consecutive months. And since the Federation Star is a monthly publication (double issue in July/August), your ad works for you much longer than daily publications. Readers keep their issues, highlighting and sharing the ideas and news they find. Issues are also archived and available in a unique online format directly from the Jewish Federation's website at www.jewishnaples.org.







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## Reader Profile





### **Results of the Federation Star Reader Survey:**

#### Percentage of each issue read:

76-100% 56% 51-75% 33% 25-50% 11%

Number of people in the household who read the Federation Star:

2 55%1 45%

#### Age of survey responder:

65+ 85% 55-64 10% under 55 5%

#### Naples-area resident:

full-time 72% part-time 28%

Part-time residents spend an average of 6 months in the Naples area – typically

84% of survey responders annually attend at least one event they've learned or read about in the Federation Star.

#### Hobbies/interests of readers:

89% Film87% Theater87% Restaurants

84% Reading78% Concerts

71% Museums/galleries

60% Adult education

56% Travel

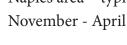
53% Shopping 40% Cooking

36% Working out

16% Tennis/Racquet Sports

14% Golf7% Boating

7% Fishing









### **FEDERATI@NSTAR**

#### ADVERTISING AGREEMENT

Advertising Sales Contact: Joy J. Walker, Director of Sales Cell: (941) 284-0520 • Email: walkerjoy62@yahoo.com 4720 Pine Ridge Road • Naples, FL 34119

#### Ad Rates per issue: All rates include color printing.

Size:	1-3 months	4-7 months	8-11 months	$Design^*$
Full page	\$795	\$715	\$662	\$100
1/2 page	424	382	355	60
1/4 page	239	212	190	40
1/6 page	170	149	133	40
1/8 page	133	117	106	30
Center Spre	ad: 1,325			100
Sky box:	530			40

<sup>\*</sup> For design work, please ask your account rep for details.

#### Ad Sizes:

FULL: 10.25 x 15.25 1/2 H: 10.25 x 7.5 1/2 V: 5 x 15.25 1/4: 5 x 7.5 1/6: 5 x 4.9375 1/8: 5 x 3.625 Center Spread: 21.25 x 15.25

#### Sky Box: 10.25 x 2

## *Space Reservations:* | *Ad Creative:*

2024	20
Nov: 10/9/24	N
Dec: 11/6/24	D
2025	20
Jan: 12/9/24	Ja
Feb: 1/10/25	F
March: 2/7/25	N.
April: 3/7/25	A
May: 4/4/25	N.
June: 5/9/25	Jυ
July/Aug: 6/6/25	Jυ
Sept: 8/8/25	Se
Oct: 9/5/25	0
Nov: 10/10/25	N
Dec: 11/7/25	D

#### 2026 Jan: 12/5/25

024 Tov: 10/11/24 Dec: 11/8/24 025 an: 12/10/24 eb: 1/12/25 March: 2/9/25 pril: 3/11/25 /Iay: 4/8/25 ine: 5/13/25 ıly/Aug: 6/10/25 ept: 8/12/25 ct: 9/9/25 lov: 10/14/25 Dec: 11/11/25 2026

Jan: 12/9/25

#### We DO NOT accept JPG, Microsoft Publisher, PowerPoint, Excel or Word files.

Date

#### PROOFS / ERRORS

Advertisers are responsible for proofing their ads prior to submission. Ad proofs are provided to advertisers who use our recommended designer. Advertisers assume responsibility for accuracy. There is no compensation for ads containing errors, which have been proofed and approved or provided by the advertiser.

#### **Contract Specifics:**

$\square$ 1-3 Months $\square$ 4-7	7 Months
From	through
or specific months:	
Ad Size	
\$	Ad price per month
\$	Other
\$	Total per month
\$	# of issues x total per month
\$	+ one-time design fee (if any)
\$	Total contract price
Comments	
□ Cash □ Check	☐ Visa ☐ MasterCard ☐ Amex
a cush a cheek	☐ Visa ☐ MasterCard ☐ Amex
Card #	Uvisa UviasterCard UAmex
Card # Exp. Date	CVV#
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Card #  Exp. Date  I authorize the Jewish Formy credit card monthly  Name  Title  Organization  Address  City/ST/Zip  Phone	CVV#

#### **PAYMENTS**

New advertisers are required to prepay for their first ad.

All subsequent ads are billed on a per ad basis.

Advertisers who prepay for 4 months or more receive a 5% discount.

#### TYPES OF ACCEPTED FILES

We accept high-resolution digital files saved in High Quality Print PDF format.

#### **CONTENT APPROVAL**

All advertising is subject to the approval of the publisher. We reserve the right to refuse or cancel any advertisement at any time.

#### **ADVERTORIALS**

Any ad that appears similar to editorial content will have the words "PAID ADVERTISEMENT" prominently displayed at the top of the ad.