Bingo.

We are Delray Beach’s community newspaper, and our business model is pretty simple... attract a quality readership and quality clients—and then connect the two, so we can bolster the business of our advertisers. It’s working every day. Our aim is true.
Put your ad in front of
70,000+
readers every month.

In both Delray and Boca newspapers; in print and online.
Show yourself.

Our print channels are only the half of it. We play in digital spaces, too. The more you understand the core demographic of your audience, the more we can help you connect with them in meaningful ways—while we reinforce your brand to current clients, wherever they are.
MEDIAN AGE
45.78

FEMALE | MALE
52% | 48%

MARRIED | SINGLE
56% | 44%

BACHELOR’S DEGREE OR HIGHER
74%

AVERAGE HOME VALUE
$380,000

AVERAGE HOUSEHOLD INCOME
$162,000

Delray Beach Newspaper
Readership Demographics
#1 Supporter of South Palm Beach Arts
Print Distribution Channels

<table>
<thead>
<tr>
<th>Distribution Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsstand Racks</td>
<td>42%</td>
</tr>
<tr>
<td>Waiting Rooms</td>
<td>28%</td>
</tr>
<tr>
<td>Hotels*</td>
<td>12%</td>
</tr>
<tr>
<td>Home Delivery</td>
<td>10%</td>
</tr>
<tr>
<td>Events &amp; Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

We’re a must read for our region

- **72%** “NEVER MISS AN ISSUE”
- **21%** “GRAB IT WHEN I SEE IT”
- **5%** Read Almost Every Month
- **2%** First Time Reader

*Currently, we are found in these local hotels & resorts*

- Delray Beach Marriott
- Seagate Hotel & Spa
- The Colony Hotel
- Crane’s Beach House Boutique Hotel & Luxury Villas
- Sundy House
- Residence Inn
- Fairfield Inn & Suites
- Wright by The Sea
- Delray Sands
- Delray Breakers On The Ocean
We’re a writer’s paper... and that makes us unique in all the right ways.
Mindshare.

We’ve got it—and it’s a powerful thing. Around town, and beyond our city’s borders, our connection with our readers is strong. Maybe it’s because we take what we do seriously. Maybe it’s because we forge solid relationships with our readers and businesses. Maybe it’s both.
A whole new generation of newspaper readers.
Hello, digital audience.

Our publication is a one-stop solution for digital marketing, and our digital publication can be found exactly where tech savvy readers expect us to be:

- Online at delraynewspaper.com
- As a digital version
- On issuu
- In Apple Newsstand
- Google Certified News Source
### Delray Newspaper Online

**30,000+**
MONTHLY WEB PAGEVIEWS

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delray Beach</td>
<td>38.54%</td>
</tr>
<tr>
<td>Miami</td>
<td>10.72%</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>3.75%</td>
</tr>
<tr>
<td>Greenacres</td>
<td>3.45%</td>
</tr>
<tr>
<td>Fort Lauderdale</td>
<td>2.35%</td>
</tr>
<tr>
<td>Orlando</td>
<td>2.31%</td>
</tr>
<tr>
<td>Kings Point</td>
<td>3.65%</td>
</tr>
<tr>
<td>West Palm Beach</td>
<td>2.87%</td>
</tr>
<tr>
<td>Boynton Beach</td>
<td>5.44%</td>
</tr>
<tr>
<td>Boca Raton</td>
<td>22.02%</td>
</tr>
<tr>
<td>Other</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

Other locations collectively make up 5.06% of the pageviews.
Email Marketing

The Delray Newspaper has over 16,000 email subscribers to its weekly Monday Morning High Five emails.
When it happens, we’ll be there.

Whenever Delray Beach expects a crowd, you can expect us. The newspaper is available at these annual events, and many other local gatherings:

4th of July, St. Patrick’s Day Parade, Garlic Fest, Bacon & Bourbon Festival, The Delray Affair, Wine & Seafood Festival, 100 Foot Christmas Tree, Rock the Square, Craft Beer Fest, Fashion Week, 1st Night
Special Section Awards

2015

3rd Annual Delray Beach Wine & Seafood Fest
1st Place Best Newspaper Insert

1st Annual Delray Beach Bacon & Bourbon Fest
2nd Place Best Newspaper Insert

16th Annual Delray Beach Garlic Fest
3rd Place Best Newspaper Insert

2014

2013 100 Foot Christmas Tree
“My Tree is Bigger Than your Tree”
GOLD Best Newspaper Insert/Supplement

15th Annual Delray Beach Garlic Fest
1st Place Best Newspaper Insert

2015

2014 Delray Beach’s Famous 100 Foot Christmas Tree
1st Place Program or Guide (special section)

2014 July 4th Celebration
Bronze Best Newspaper Insert/Supplement

2014

2013 100 Foot Christmas Tree
“My Tree is Bigger Than your Tree”
3rd Brochure

51st Annual Delray Affair
3rd Place Newspaper Special Section

2013

2013 July 4th Celebration
2nd Place Special Section
2018 EVENTS

JAN  NEW YEARS EVE DOWNTOWN / FASHION WEEK
FEB  DELRAY BEACH OPEN
MAR  ROCK THE SQUARE
APR  THE DELRAY AFFAIR
MAY  CRAFT BEER FEST
JUN  FAMILY SUMMER FUN
JUL  JULY 4TH
AUG  BACK TO SCHOOL
SEPT CHAMBER GALA
OCT  IN THE GROVE
DEC  100 FOOT CHRISTMAS TREE

THE DELRAY NEWSPAPER IS A PROUD SPONSOR OF THESE REGIONAL EVENTS:
### 2018 Rates, Sizes & Specs

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>OPEN RATE</th>
<th>4 MONTH AD RATE</th>
<th>8 MONTH AD RATE</th>
<th>12 MONTH AD RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE 1</td>
<td>$995</td>
<td>$895</td>
<td>$795</td>
<td>$695</td>
</tr>
<tr>
<td>3/4 PAGE 1</td>
<td>$925</td>
<td>$820</td>
<td>$725</td>
<td>$645</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$855</td>
<td>$745</td>
<td>$655</td>
<td>$595</td>
</tr>
<tr>
<td>1/2 PAGE (H or V)</td>
<td>$695</td>
<td>$595</td>
<td>$525</td>
<td>$475</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$585</td>
<td>$495</td>
<td>$435</td>
<td>$385</td>
</tr>
<tr>
<td>1/4 PAGE (H or V)</td>
<td>$475</td>
<td>$395</td>
<td>$345</td>
<td>$295</td>
</tr>
<tr>
<td>1/8 PAGE</td>
<td>$275</td>
<td>$255</td>
<td>$195</td>
<td>$175</td>
</tr>
<tr>
<td>1/6 PAGE 2</td>
<td>$375</td>
<td>$325</td>
<td>$270</td>
<td>$235</td>
</tr>
<tr>
<td>SVC DIRECTORY</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>$99</td>
</tr>
</tbody>
</table>

H = HORIZONTAL | V = VERTICAL | 1 = OPTIONAL BLEED | 2 = RESTAURANTS ONLY

**Files:** All files must be submitted print ready, 300dpi in CMYK. High Resolution PDF files are preferred. Professionally output TIFF, JPG & EPS files are also accepted.

**Bleeds:** The page size of the paper is 10.5" x 13.75". Bleeds are optional for certain ad sizes (only sides that run the entire width and/or height of the paper can bleed). Ad placement on the page is at our discretion, and may affect the intended bleed. Bleeds should extend an additional .75" on each side, and files must be supplied WITHOUT crop marks. Ads made to exact size (no bleed) should be sent at exact size, WITHOUT crop marks.

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**IN PRINT & ONLINE**

- Full color ads on high quality newsprint
- Circulation of 12,000 papers at over 250 locations
- Mailed directly to over 2,000 homes
- Assistance with ad layout
- A digital version of your ad in our online edition
- Exposure through our social media
- Inclusion in our monthly emails to over 15,000 readers

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advertise@delraynewspaper.com | 561-501-1082
Boca Raton's Swim and Racquet Center poised for make over

By: Marisa Gottesman, Associate Editor

The Greater Boca Raton Beach & Park District is planning to upgrade the Swim and Racquet Center by adding a new facility and amenities that have a Mediterranean-style vibe.

Changes to the pool and tennis facility, located at 21618 St. Andrews Blvd., include multi-purpose rooms, locker- and changing rooms, additional pavilions, and a splash pad for children. The new community center is proposed to be 5,500 square feet.

Part of the plan includes the district relocating its offices to the new location from Sugar

"THAT'S A VERY EXCITING DESIGN," MAYOR SUSAN HAYNIE SAID. "IT REALLY ACHIEVES THE PURPOSE WITHOUT ADDING A LOT OF ASPHALT!"

A controversial plan that would expand Boca Raton's Glades Road from six to eight lanes has been put on hold as a consultant to the Florida Department of Transportation has developed a new idea to help address growing traffic on the road.

A new proposal involves adding two new ramps to Interstate-95 and additional turning lanes at the highway’s off-ramps while keeping Glades Road at six lanes.

"THAT'S A VERY EXCITING DESIGN," MAYOR SUSAN HAYNIE SAID. "IT REALLY ACHIEVES THE PURPOSE WITHOUT ADDING A LOT OF ASPHALT."

Want to use our paper as a vehicle for your brochure or flyer? No problem! We’ll insert your printed piece into the paper, and give it the same distribution love we give our publication each month.

CONTACT US FOR RATES

Want your own 8-page special section in every newspaper? How’d you like to over-print that section as a stand alone brochure? Many local events and organizations utilize this service regularly, and you can too!

CONTACT US FOR DETAILS

SPONSORED SECTION
Sponsor the Life, Biz, Health or Real Estate section! When you do, you can provide your own photo and caption to be placed on the front of the section—and, you’ll receive sponsor designation with your company’s logo, and a 2/3 page ad on page two!

CONTACT US FOR AVAILABILITY

INSERTIONS

SPECIAL SECTIONS

Run your ad in 12,000 more papers by placing it in the Boca Newspaper for only 50% more.
Contact Information

advertise@delraynewspaper.com
561.501.1082
135 East Atlantic Avenue
Delray Beach, Florida 33444