



2600 Padre Boulevard, Suite L ~ P.O. Box 2429 ~ South Padre Island, Texas 78597
956-761-9341 ~ 800-975-3451 ~ Fax: 956-761-1436 ~ ads@current-breeze.com
www.coastalcurrent.com ~ www.spislandbreeze.com

ADVERTISING INFORMATION & RATES



The Coastal Current Weekly is the oldest and largest entertainment guide serving the Rio Grande Valley. Published weekly, more than 30,000 copies are distributed FREE at more than 1,100 locations in Cameron, Hidalgo, Willacy and Starr Counties. The Coastal Current is the lowest cost-per-thousand advertising opportunity among free publications featuring entertainment in South Texas. The Coastal Current is featured online at www.myspace.com/coastalcurrent, and is a partner in the Valley's newest Internet entertainment venue, www.V247.com



The Island Breeze is the FREE distribution community newspaper for South Padre Island, Port Isabel, Laguna Heights and Laguna Vista. A fun and entertaining quick-read tabloid that publishes every Friday, Saturday and Sunday, the Breeze covers the people and events that shape this fascinating coastal region. You can find the Breeze at more than 125 locations in the Laguna Madre Area, and the entire publication is available online through www.spislandbreeze.com and www.valleystar.com.



The Real Estate Weekly features some of the most sought-after property in all of South Texas. Whether you're looking for an investment or a home in paradise, this is the most up-to-date real estate publication. The Real Estate Weekly publishes every Friday in the Island Breeze and the Valley Morning Star (reaching Harlingen, San Benito, La Feria, Mercedes, Weslaco, Los Fresnos as well as the Laguna Madre Area). It is also distributed FREE in racks located in South Padre Island and Port Isabel, and the entire publication is available online through www.spislandbreeze.com and www.valleystar.com.



Our Goal: To produce quality products and deliver outstanding customer service to all our advertisers and readers.

Credit Policy: Payment for advertising is due in advance of publication, unless credit arrangements have been approved by the Publisher. Visa, Mastercard, American Express and Discover cards are accepted.

Errors & Omissions: Publisher's responsibility for typographical errors, copy omission or omission of display ads is as follows: Proofs to advertiser removes all responsibility of the Publisher, except in cases where there is a failure of newspaper to correct properly marked errors or omissions of the proof. It is the responsibility of advertiser to notify Publisher of any errors or omissions immediately following the first insertion of the ad, whereas the Publisher is responsible for errors only for the first insertion. In any case, Publisher's liability shall be limited to the correction of, or the cancellation of

charge, for that portion of the ad rendered valueless by such errors or omissions.

Political Advertising: Any advertising which takes a stand involving a political figure, political party or government issue, regardless of whether or not an election is involved, will be considered political. All political advertising must include the name of the person or group placing the ad and any other state or federal information required by law. Payment for all political advertising must be made in advance of publication, regardless of the credit status of any individual or business involved with the ad.

General: Publisher reserves the right to revise advertising rates without notice and all contracts are subject to this reservation. Publisher retains the right to refuse or edit any advertisement. Publisher retains all property rights in, and all the title to, all copyrightable material contained in the publications.

General Manager: George Cox ~ Operations Manager: Darren Goller ~ Editor: Ryan Henry
Marketing Consultants: Gail Fisher, India McGarraugh, John Valdez ~ Graphics: Luis Garza, Alex Garcia



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GENERAL ADVERTISING RATES

THE COASTAL CURRENT WEEKLY

Weekly Open Rates

Ad Size	Black & White	Full Color
Full Page	\$327.00	\$456.00
3/4 Page	\$252.00	\$352.00
1/2 Page	\$178.00	\$245.00
3/8 Page	\$138.00	\$192.00
1/4 Page	\$97.00	\$140.00
1/8 Page	\$53.00	\$79.00
1/16 Page	\$32.00	N/A

Pre-print inserts: \$42.50 per 1,000 copies

Six-Month Contract Rates

Ad Size	Black & White	Full Color
Full Page	\$290.00	\$420.00
3/4 Page	\$226.00	\$324.00
1/2 Page	\$160.00	\$226.00
3/8 Page	\$125.00	\$180.00
1/4 Page	\$90.00	\$133.00
1/8 Page	\$49.00	\$72.00
1/16 Page	\$32.00	N/A

Non-profit rate: 20% off six-month rates

DEADLINES

Reservations/Ad Copy:
 Coastal Current advertising space reservation and copy for ads produced by the Newspaper are due by 5 p.m. Monday for the following Friday edition.

Camera-ready ads:
 Color must be received electronically by noon Tuesday, and B&W by 5 p.m. Tuesday.

E-mail:
 ads@current-breeze.com

ISLAND BREEZE

Daily Open Rates

Ad Size	Black & White	Full Color
Full Page	\$260.00	\$312.00
3/4 Page	\$200.00	\$240.00
1/2 Page	\$142.00	\$171.00
3/8 Page	\$110.00	\$132.00
1/4 Page	\$77.00	\$93.00
1/8 Page	\$42.00	\$51.00
1/16 Page	\$25.00	N/A

Pre-print inserts: \$32.00 per 1,000 copies

Frequency Discount Rates

The Island Breeze publishes every Friday, Saturday and Sunday. Frequency rates apply to pick-up ads running on the same weekend.

Any two weekend days: 10% off total charge
 All three weekend days: 20% off total charge

Additional discounts available to longer-term commitments. Ask your marketing consultant for more information.

Non-profit rate: 20% off total ad charges

DEADLINES

Reservations/Ad Copy:
 Island Breeze advertising space reservation and copy for ads produced by the Newspaper are due by 5 p.m. Wednesday for the Friday edition, and by 5 p.m. Thursday for the Saturday and/or Sunday editions.

Camera-ready ads:
 Must be received electronically by noon the day following space reservation deadline.

E-mail:
 ads@current-breeze.com

The complete Island Breeze is now **online** at www.spislandbreeze.com and www.valleystar.com

REAL ESTATE WEEKLY

Full Page	Non Contract	13 Weeks	26 Weeks	1/2 Page	Non Contract	13 Weeks	26 Weeks
1st Page	\$237.00	\$210.00	\$195.00	1/2 Page	\$142.00	\$126.00	\$116.00
2-3 Pages	\$210.00	\$195.00	\$179.00	1/4 Page Non Contract	13 Weeks	26 Weeks	
4+ Pages	\$195.00	\$184.00	\$168.00	1/4 Page	\$90.00	\$79.00	\$69.00



Payment for advertising is due at the time of space reservation, unless credit arrangements have been approved by the Publisher. We accept Mastercard, Visa, American Express and Discover credit cards.



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COASTAL CURRENT/ISLAND BREEZE COMBO RATE PACKAGE

Make your advertising dollars go further with special prices and market penetration of two great publications. Run the same ad during the same week in both the Coastal Current and the Island Breeze and reach more potential customers.

Your ad in the Coastal Current at your regular rate and get
One day in the Breeze at 20% OFF
Two days in the Breeze at 30% OFF
Three days in the Breeze at 40% OFF

Ad must be the same in both publications ~ This offer cannot be combined with other discounts

ISLAND BREEZE LAGUNA MADRE MARKETPLACE

An affordable way for individuals and small businesses to get their message out to Laguna Madre Area residents and visitors through small, text-only display ads that stand out better than the normal classified ad. The Laguna Madre Marketplace page runs every Friday, Saturday and Sunday in the Island Breeze. Buy or sell everything from bicycles to boats, advertise your small business, or place a help wanted ad in convenient sizes and at the lowest rates possible.

ACTUAL SIZE
2.33" x 2.7"
\$15 a day
or 3 days for \$40

ACTUAL SIZE
2.33" x 1.25"
\$10 a day
or 3 days for \$25

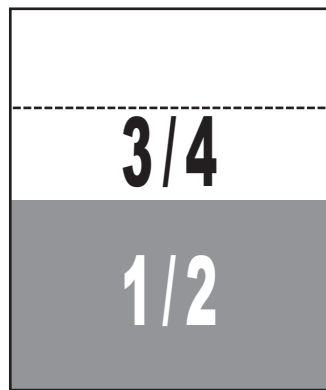
ADVERTISING SPACE DIMENSIONS

Coastal Current & Island Breeze

All measurements in inches

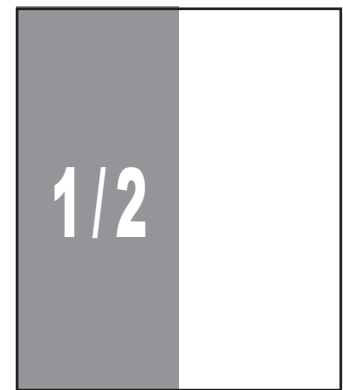


9.75 x 11.25

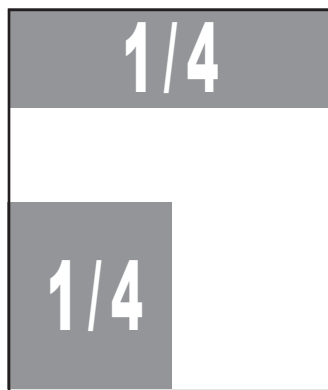


1/2 Horizontal
 9.75 X 5.5

 3/4 = 9.75 X 8

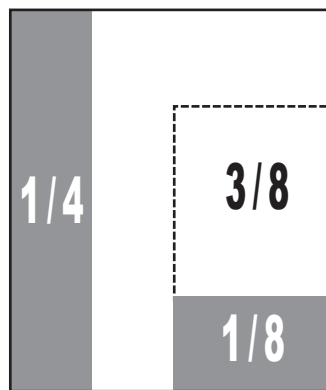


1/2 Vertical
 4.8 X 11.25



1/4 Block
 4.8 X 5.5

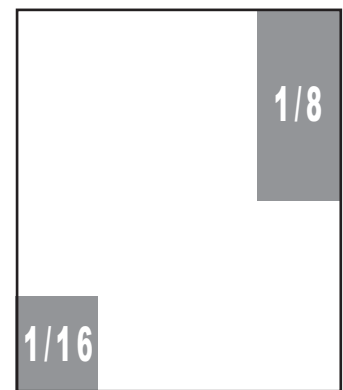
 1/4 Horizontal
 9.75 X 2.7



1/4 Vertical
 2.33 X 11.25

 1/8 Horizontal
 4.8 X 2.7

 3/8 = 4.8 X 8



1/8 Vertical
 2.33 X 5.5

 1/16 = 2.33 X 2.7