Bingo.

We are Boca Raton’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.
<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Married</td>
<td>Single</td>
</tr>
<tr>
<td>Bachelor's Degree or Higher</td>
<td>74%</td>
</tr>
<tr>
<td>Average Home Value</td>
<td>$380,000</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$162,000</td>
</tr>
</tbody>
</table>
#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**

<table>
<thead>
<tr>
<th>Reading Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>“NEVER MISS AN ISSUE”</td>
<td>72%</td>
</tr>
<tr>
<td>“GRAB IT WHEN I SEE IT”</td>
<td>21%</td>
</tr>
<tr>
<td>READ ALMOST EVERY MONTH</td>
<td>5%</td>
</tr>
<tr>
<td>FIRST TIME READER</td>
<td>2%</td>
</tr>
</tbody>
</table>
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 bocanewspaper.com
- As a digital version
- On issuu
- In Apple Newsstand
- Google Certified News Source
Boca Newspaper Online

30,000+
MONTHLY WEB PAGEVIEWS

- Delray Beach: 38.54%
- Miami: 10.72%
- Jacksonville: 3.75%
- Greenacres: 3.45%
- Fort Lauderdale: 2.35%
- Boca Raton: 22.02%
- Boynton Beach: 5.44%
- West Palm Beach: 2.87%
- Kings Point: 3.65%
- Orlando: 2.31%
- Other: 4.9%
Email Marketing

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

Whenever Boca Raton expects a crowd, you can expect us. The newspaper is available at annual events, and many other local gatherings.
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

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

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

2014 July 4th Celebration  
Bronze  Best Newspaper Insert/Supplement

2013

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

JAN  NEW YEAR’S EVE
FEB  DELRAY BEACH OPEN
MAR  FESTIVAL OF THE ARTS BOCA
APR  BOCA BACCHANAL
MAY  SUMMER CONCERT
JUN  FAMILY SUMMER FUN
JUL  JULY 4TH
AUG  BACK TO SCHOOL
SEPT CHAMBER GALA
OCT  FALL EVENTS
DEC  HOLIDAY EVENTS

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

**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

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

**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.

**AD SIZE**
- 10" x 13"
- 10" x 10.75"
- 7.45" x 9.15"
- 10" x 6.25"
- 10" x 3.1"
- 4.93" x 3.1"
- 4.93" x 3.95"
- 3.2" x 1.25"

**SERVICE DIRECTORY**
Special events too much of a good thing, city officials say

By: Marisa Gottesman
Associate Editor

They helped put Delray Beach on the map as a place that knows how to throw a party and have a good time. And commissioners say they hear all sorts of complaints from residents, business owners and restaurateurs that the city is throwing and hosting too many parties, festivals and events.

But a recent poll commissioned by the Delray Newspaper, indicates that registered Delray voters like, support or attend Delray events.

Margaritaville’s second location headed to Veterans Park

By: Marisa Gottesman
Associate Editor

Jimmy Buffett recently enjoyed a cheeseburger in paradise along Delray Beach’s Atlantic Avenue and after a few Landsharks he realized there was no better place to expand his Margaritaville chain than the village by the sea.

He submitted plans to the city this week to bring his island paradise, where only good vibes are allowed, to Veterans Park, 802 NE First St.

Initial plans indicate the project will bring a salt water pool with a swim up bar that only contains top-shelf libations, three tiki huts, lounge chairs, private cabanas and a snack bar. The signature cocktail will be a margarita, of course, and clocks posted around the site will always read 5 p.m.

I DON’T BELIEVE THAT JUST BECAUSE YOU HAVE HAD AN EVENT HERE THAT IT IS SACROSANCT,” MAYOR CARY GLICKSTEIN SAID.

[CONT. PG 2]

[CONT. PG 3]
Contact Information

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