

CLASSIFIED ADVERTISING RATES

Daily and Sunday Effective: November 1, 2008 (Contract and Non-Contract Advertisers)

Pets, Financial, Business Services, Merchandise Mart and Instructions.

	<u>Cost Per Line</u>	
	Daily	Sunday
One Time	\$14.23	\$18.45
Three consecutive times	11.91	15.98
Seven consecutive times	11.18	15.55
	Daily & Sunday	
Thirty consecutive times	\$11.23	
CONTRACTS—Within 1 Year:		
500 lines	\$8.70	\$11.96
1,000 lines	7.83	10.97
2,000 lines	7.70	10.96
5,000 lines	7.69	10.80
10,000 lines	7.66	10.67
15,000 lines	7.60	10.66
20,000 lines	7.56	10.63
3 lines Daily for One Year	7.11	9.98
14 lines Daily for One Year	7.05	9.88
Daily and 50,000 lines*	7.00	9.87
Daily and 100,000 lines*	6.99	9.83
Daily and 200,000 lines*	6.70	9.50

*Minimum insertion 14 lines except for Daily for one year contract where 3 line rateholder is acceptable.

Box Charge \$125.00

Classified R.O.P. advertising must conform to R.O.P. measure. Your cost includes a 30% position charge. For Automotive, Help Wanted, R.O.P., Auctions, Mail Order, or Real Estate, see appropriate rate card.

COLOR RATES

The following premiums are in addition to the base or contract black and white rate.

	Daily	Sunday
One color and black Gross	\$2,070.00	\$2,375.00
Two colors and black/full color Gross ...	\$5,630.00	\$6,040.00

Minimums:

1 color31.5"
2 colors and black/full color31.5"

Color rates based on AAAA or ANPA Standard Colors.
Advertisers charged extra for special colors.

CLOSING DATE: 48 hours in advance of regular deadlines.

CANCELLATION DATE: 72 hours in advance of publication.

COMMISSIONS

15% to recognized advertising agencies.
Claims for allowances for errors must be made within 5 days of date of insertion.

Allowances for errors will not exceed the actual space of error.
Credit for errors allowed for first insertion only.

No credit allowed for errors unless complete layouts, copy and materials are received two days in advance of daily insertion or Thursday for Sunday insertion. The Star-Ledger reserves the right to publish or reject late copy.

DEADLINES

Daily: Two business days before publication.
Cancellations must be made by 5PM two days before publication.

Monday: Thursday 5PM

Sunday: Thursday 5PM Cancellations must be made by Thursday 5PM preceding publication. No cancellation on advertisements for Sunday pre-run after Tuesday noon before publication.

IMPORTANT INFORMATION

All advertising is subject to the non-conflicting terms and conditions of The Star-Ledger's current Classified rate book. Copies are available upon request. Publisher may require cash with order. When tearsheets are requested, Publisher will provide electronic tearsheets to advertisers in lieu of paper tearsheets.

**To reserve space or for more information, contact:
your Star-Ledger Account Executive
or the Classified Advertising Department (973) 392-4242.**



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