

RETAIL DISPLAY (NON-GROCERY) ADVERTISING RATES

Daily and Sunday • Effective: November 1, 2008 • Contract & Non-Contract Advertisers

STAR-LEDGER ROP RATES

NJ.com RATES (CPM)

COST PER INCH-	Daily	Thursday	Sunday	Repeat (Mon., Tues. or Sat.)	Leaderboard	Rectangle	Skyscraper
					(728 x 90) ^{pixels}	(300 x 250) ^{pixels}	(160 x 600) ^{pixels}
OPEN	\$357.39	\$365.89	\$476.18	\$268.05	\$12.50	\$15.00	\$13.00
VOLUME CONTRACTS — Within 1 Year:							
100"	145.98	150.85	210.50	109.49	12.50	15.00	13.00
250"	138.29	144.26	203.30	103.71	12.50	15.00	13.00
500"	137.54	143.49	202.45	103.15	12.00	14.25	12.50
850"	136.77	142.68	201.69	102.59	10.75	12.75	11.00
1,200"	136.24	142.13	201.12	102.26	10.75	12.75	11.00
1,800"	135.52	141.37	200.21	101.71	10.00	11.75	10.25
2,400"	134.79	140.62	199.47	101.15	10.00	11.75	10.25
3,600"	134.02	139.81	198.59	100.59	8.75	10.50	9.00
5,400"	133.30	139.05	197.73	100.04	8.75	10.50	9.00
7,200"	132.55	138.26	196.91	99.47	7.50	9.00	7.75
FREQUENCY CONTRACTS — Within 1 Year:							
6 Times	156.00	161.21	223.90	117.01	12.50	15.00	13.00
13 Times	149.94	154.93	222.28	112.43	12.50	15.00	13.00
26 Times	148.68	153.63	220.08	111.50	12.50	15.00	13.00
39 Times	146.98	151.88	218.87	110.25	12.50	15.00	13.00
52 Times	145.75	150.62	216.32	109.31	12.50	15.00	13.00
Repeat your Wednesday, Thursday, Friday or Sunday ad with no changes or corrections on the following Monday, Tuesday or Saturday and your second insertion will be charged at the repeat rate. 100% of the repeat ad's space will be credited toward contract fulfillment. However, only full rate advertising inches will be rebated or short rated.					500+inch contract advertisers earn the above discount CPMs on NJ.com		
Each print insertion will include a digitized version distributed via NJ.com for 7 days for only \$25 per ad.							

SPECIAL SECTION RATE

	Cost Per Inch		
	Daily	Thursday	Sunday
OPEN	\$357.39	\$365.89	\$476.18
Any Contract Advertiser	137.54*	143.49*	202.45*

*If advertiser's contract rate is lower, contract rate applies.

COLOR RATES

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

	Daily	Sunday
One color and black, Net	\$1,759.50	\$2,018.75
Two colors/full color, Net	\$4,785.50	\$5,134.00

Color rates based on AAAA or ANPA Standard Colors.

Advertisers charged extra for special colors.

Color accepted pending its availability. It can not be guaranteed.

DEADLINES

Daily: 5 PM two business days before publication.

Monday: 5 PM Thursday before publication.

Tuesday: 5 PM Friday before publication.

Sunday: 5 PM Thursday before publication.

COMMISSION

10% to recognized advertising agencies.

Rates for grocery store and space contracts greater than 7,200" are non-commissionable and available upon request.

ONLINE ADVERTISING ON NJ.COM

Customized impressions-based advertising packages are available. CPM pricing is detailed above. Ask your sales representative for more information.

IMPORTANT INFORMATION

All advertising is subject to the Star-Ledger's current non-conflicting advertising terms and conditions. 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. Some rates include an advertisement on NJ.com. Advertising rate information for The Star-Ledger or NJ.com only will be made available upon request.

Co-op Funding: The Star-Ledger's Co-op Ad Manager may be able to locate funding to help pay for your ads. To find out if you are entitled to accrued co-op funds, or if your business is celebrating a special anniversary, grand opening or expansion, call your Star-Ledger Account Executive for more information.

THE STAR-LEDGER READERSHIP

Daily: 896,700 Thursday: 1,149,200 Sunday: 1,323,700

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Star-Ledger nj.com
Everything Jersey

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