

# Retail Display

## NON-GROCERY ADVERTISING RATES

Daily & Sunday • Effective: November 1, 2010 • Contract & Non-Contract Advertisers

### STAR-LEDGER ROP RATES

COST PER INCH-	Daily	Thursday	Sunday	Repeat (Mon., Tue, or Sat.)
OPEN	\$375.26	\$384.18	\$499.99	\$281.45

### VOLUME CONTRACTS — Within 1 Year:

100"	153.28	158.39	221.03	114.96
250"	145.20	151.47	213.47	108.90
500"	144.42	150.66	212.57	108.31
850"	143.61	149.81	211.77	107.72
1,200"	143.05	149.24	211.18	107.37
1,800"	142.30	148.44	210.22	106.80
2,400"	141.53	147.65	209.44	106.21
3,600"	140.72	146.80	208.52	105.62
5,400"	139.37	146.00	207.62	105.04
7,200"	139.18	145.17	206.76	104.44

### FREQUENCY CONTRACTS — Within 1 Year:

6 Times	163.80	169.27	235.10	122.86
13 Times	157.44	162.68	233.39	118.05
26 Times	156.11	161.31	231.08	117.08
39 Times	154.33	159.47	229.81	115.76
52 Times	153.04	158.15	227.14	114.78

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.

Each print insertion will include a digitized version distributed via NJ.com for 7 days for only \$25 per ad.

To reserve space or for more information, Contact:  
**(973) 392-4072 • FAX (973) 642-1437**

### SPECIAL SECTION RATES

Cost Per Inch

	Daily	Thursday	Sunday
OPEN	\$375.26	\$384.18	\$499.99
Any Contract Advertiser	144.42*	150.66*	212.57*

\*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	\$1,847.90	\$2,119.90
Two colors/full color, Net	\$5,025.20	\$5,390.70

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.

### ONLINE ADVERTISING ON NJ.COM

Customized impressions-based advertising packages are available. Ask your sales representative for more information.

### COMMISSION

10% to recognized advertising agencies.

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

### SPACE RESERVATION 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.

Cancellations are not guaranteed after closing time.

### COLOR CLOSING DATE:

48 hours in advance of regular deadlines.

### COLOR CANCELLATION DATE:

72 hours in advance of publication.

### IMPORTANT INFORMATION

All advertising is subject to The Star-Ledger's 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.

### 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: 753,000

Thursday: 962,900

Sunday: 1,189,300

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### NJ.COM

NJ.com reaches 6.8 million unique monthly users.

Source: Advance Internet Site Catalyst, Omniture, August 2010.

### PRODUCTION SPECS

85 Line Screen

Please upload camera ready ad (PDF preferred) to

<http://addesk.starledger.com>

Click on File Delivery and follow instructions.