

The Star-Ledger's *NEW* **FORMAT**

STARTING SEPTEMBER 1, 2009

New format, same great value

The Star-Ledger's format may be changing, but the advertising value remains one of the best in the nation. From the newsroom, pressroom and throughout our distribution system, you'll find we're still the best advertising value in the area, as well as one of the best in the country. The new format will have a slightly narrower page size. Page length for broadsheet will remain the same and tabloid will be shorter.

An industry trend

Throughout North America, many newspapers have adopted this new format including the Seattle Times, Montgomery Advertiser, Bridgeport Connecticut Post, Tallahassee Democrat, and Greenville News.

How to: Digital transmission of ads

Please upload camera ready ad (PDF preferred) to
<http://addesk.starledger.com>
Click on File Delivery and follow instructions.

Our technical staff is happy to assist any advertiser who wishes to submit advertising digitally. For more information, contact your Star-Ledger Account Executive or call our Imaging Department at 973-392-5718.



Deadlines

- Space reservations and copy deadlines will remain the same.
- To ensure you receive the best service in redesigning your ad, we recommend contacting your account executive as early as possible.

Pickup ads

The Star-Ledger holds advertising material for 90 days after the ad runs. During the transition to the new page size, all pickup ads must be adjusted to fit the new format. Please process your pickup ad "with changes" and indicate the new ad size. There is no additional cost to the advertiser for this service.

Preprints

Preprinted inserts and ads for non-newspaper niche products such as Inside Jersey magazine will continue to be accepted in their current sizes and configurations.

Who to call for help

We hope the transition will be smooth for all of our advertisers. But if you have questions or need more information, we're here to help. Contact your Star-Ledger Account Executive or call one of the numbers below:

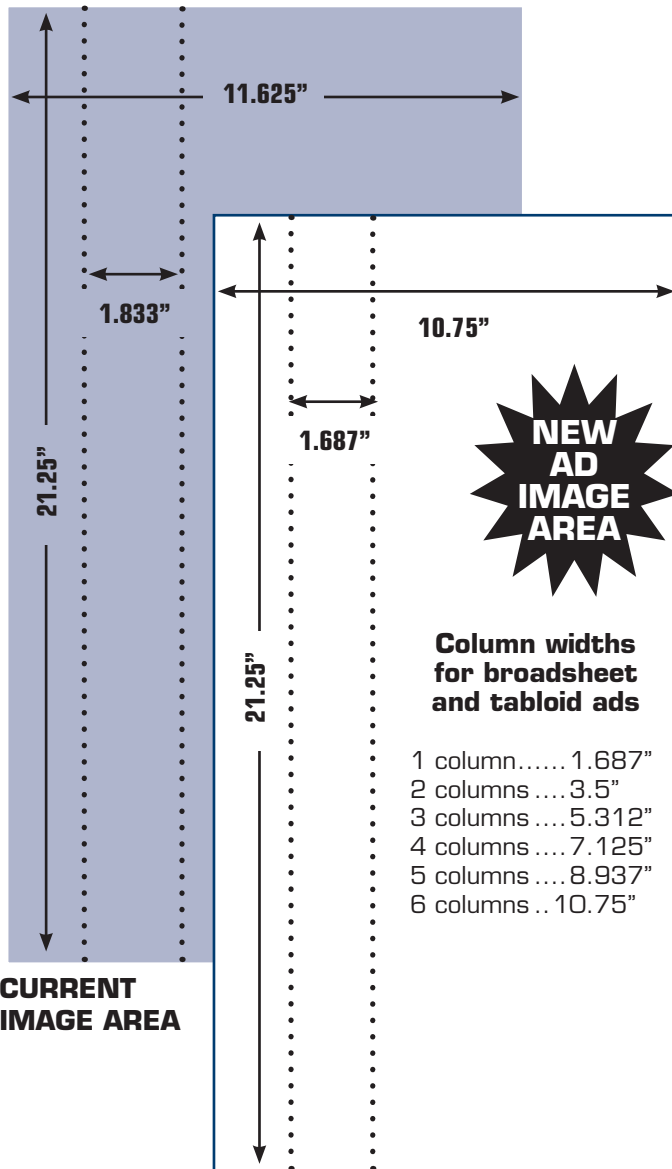
RETAIL: 973-392-4072
CLASSIFIED: 973-392-4242
NATIONAL: 973-392-5864

NEW ROP SPECIFICATIONS

Effective September 1, 2009

See size details in charts below. All other mechanical requirements will remain the same as published in your existing rate cards. Reproduction quality will remain at its current high level.

BROADSHEET



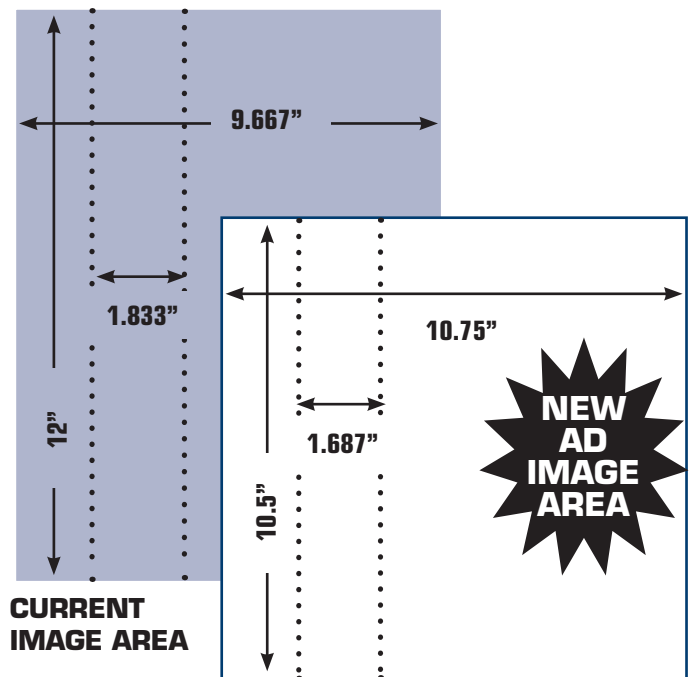
CURRENT IMAGE AREA

Sizing your ad to the new format

Display ads can be modified for the new format in one of three ways:

- 1 Advertisers submit digital or camera-ready ad sized to new specifications.
- 2 The Star-Ledger composes your ad to meet new specifications.
- 3 The Star-Ledger adjusts your old ad to fit new specifications. The vertical and horizontal reductions will not be proportionately identical, but we will work hard to ensure there is no perceptible difference in images or logotypes.

TABLOID PAGE



CURRENT IMAGE AREA

New broadsheet and tabloid image area

BROADSHEET, SINGLE PAGE

- Image area will be 10.75" x 21.25"
- 6 columns per page
- Column width will be 1.687"

TABLOID, SINGLE PAGE

- Image area will be 10.75" x 10.5"
- 6 columns per page
- Column width will be 1.687"

The Star-Ledger

NEW CLASSIFIED AD SPECIFICATIONS

EFFECTIVE SEPTEMBER 1, 2009

MODULAR ADS FOR AUTOFINDER, CLASSIFINDER, JOBFINDER & REAL ESTATE

Modular Sizes	TAB PAGE (SUNDAY)		BROADSHEET (DAILY)	
	Width	Depth	Width	Depth
Full Pg	9.67"	10.5"	10.75"	21.25"
2/3 Pg	9.67"	7"	10.75"	14"
1/2 Pg	9.67"	5.25"	10.75"	10.5"
1/3 Pg Horizontal	9.67"	3.5"	10.75"	7"
1/3 Pg Vertical	3.116"	10.5"	3.48"	21.25"
1/6 Pg	3.116"	5.25"	3.48"	10.5"
1/12 Pg	3.116"	2.625"	3.48"	5.25"
1/24 Pg*	3.116"	1.3"	3.48"	2.625"
1/48 Pg*	3.116"	0.65"	3.48"	1.312"
Strip*	9.67"	2"	10.75"	2"

* Additional Sizes Available for Real Estate Advertising Only

MODULAR ADS FOR HOMEFINDER

Ad Size	Width	Depth
Full Pg	10.125"	10.5"
1/2 Pg Horizontal	10.125"	5.2"
1/2 Pg Vertical	5"	10.5"
1/4 Pg	5"	5.2"
1/8 Pg Horizontal	5"	2.55"
1/8 Pg Vertical	2.43"	5.2"
Front Cover Ear	2.70"	2.9"
Front Cover Strip	10.125"	1.5"

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For help or questions contact your Star-Ledger Account Executive or call the Classified Department at 973-392-4242

NEW ROP COLUMN WIDTHS

Column	Width
1 Column	1.687"
2 Columns	3.5"
3 Columns	5.312"
4 Columns	7.125"
5 Columns	8.937"
6 Columns	10.75"