

GENERAL & PACKAGED GOODS ADVERTISING RATES



DAILY AND SUNDAY
Effective: November 1, 2008
Contract & Non-Contract Advertisers

COMBINATION ROP RATES STAR-LEDGER/THE TIMES OF TRENTON

NJ.com RATES (CPM)

COST PER INCH-	Daily	Thursday	Sunday	Leaderboard	Rectangle	Skyscraper
				(728 x 90)pixels	(300 x 250)pixels	(160 x 600)pixels
OPEN	\$637.89	\$652.08	\$793.61	\$12.50	\$15.00	\$13.00
VOLUME CONTRACTS — Within 1 Year:						
\$50,000/150"	417.38	426.30	525.75	12.00	14.25	12.50
\$80,000/250"	413.99	422.84	519.99	10.75	12.75	11.00
\$300,000/1,000"	384.90	393.05	484.62	8.75	10.50	9.00
\$750,000/2,500"	383.36	391.48	482.31	7.00	8.50	7.25
\$1,500,000/5,000"	381.80	389.88	481.52	6.00	7.25	6.25
Each print insertion will include a digitized version distributed via NJ.com for 7 days for only \$25 per ad.				\$50,000+ contract advertisers earn the above discount CPMs on NJ.com		

COLOR RATES

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

	Daily	Sunday
One color and black		
Gross	\$2,400.00	\$2,745.00
Two colors/full color		
Gross	\$6,240.00	\$6,700.00

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

COLOR CLOSING DATE:

48 hours in advance of regular deadlines.

COLOR CANCELLATION DATE:

72 hours in advance of publication.

ONLINE ADVERTISING ON NJ.COM

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

COMMISSION

15% to recognized advertising agencies.
No commission for part-run preprint distribution.

SPACE RESERVATION DEADLINES

Daily: 5 PM two business days preceding publication.
Monday closes Thursday 5 PM preceding publication.
Tuesday closes Friday 5 PM preceding publication.

Sunday: Thursday 5 PM preceding publication.
Cancellations are not guaranteed after closing time.
Cancellations are not accepted on advertisements for Sunday pre-run after Tuesday noon before publication.

Real Estate Marketplace: Noon Wednesday preceding publication.

To reserve space or for more information, Contact:
Andrea Dove at (973) 392-4016. FAX (973) 642-6764.
Email: adove@starledger.com

Star-Ledger **nj.com**
Everything Jersey

The Times
Of TRENTON

One Star-Ledger Plaza, Newark NJ 07102

Represented Nationally by: METRO SUBURBIA, INC. REGIONAL SALES OFFICES

New York-(212) 697-8020, Atlanta-(770) 777-4910, Chicago-(312) 337-6242, Detroit-(248) 426-4202, Florida-(561) 750-1700, Los Angeles-(323) 965-3677

Special Days/Features **Space Deadline**
(Before Publication)

Health Today (health & fitness):
Tuesday 5PM Friday

Best Food Days:
Wednesday, Sunday 12 noon Monday

Home & Garden:
Thursday 12 noon Monday

Autofinder Extra*:
Friday 12 noon Monday

NJ.com/Autos:
Friday 12 noon Wednesday
Sunday 12 noon Thursday

Real Estate Marketplace:
Friday 12 noon Wednesday
Sunday 5PM Wednesday

Ticket (entertainment):
Friday 12 noon Wednesday

Abode*: (home/lifestyle)
Saturday 5PM Tuesday

Homefinder*: (real estate)
Saturday 5PM Wednesday

Sunday Sections:

Business:
Sunday 5PM Thursday

Jobfinder*:
Sunday Call for details.

Perspective:
Sunday 5PM Wednesday

Scanner* (television guide):
Sunday 2 Thursdays

Sunday (arts/entertainment/lifestyle):
Sunday 12 noon Tuesday

Travel:
Sunday 12 noon Tuesday

*Indicates a tabloid section. All others are standard size.

STAR-LEDGER/THE TIMES OF TRENTON READERSHIP

Daily: 1,015,000
Thursday: 1,267,500
Sunday: 1,488,200

Source: 2008 Release 1, Scarborough Report, ©2008 Scarborough Research, All rights reserved.

NJ.COM

NJ.com reaches 2.4 Million unique monthly users.
Source: Advance Internet Visual Sciences Report Portal, August 2008.

Mechanical Measurements

Standard Page Size

Columns	Inches Wide	Columns	Inches Wide
1	1.833"	Double Truck Sizes	
2	3.792"	13	23.64"
3	5.750"		
4	7.708"		
5	9.667"		
6	11.625"	Column Depth: 21.25"	

Tabloid Page Size

Columns	Inches Wide	Columns	Inches Wide
1	1.833"	Double Truck Sizes	
2	3.792"	11	21"
3	5.750"		
4	7.708"		
5	9.667"	Column Depth: 12"	

ROP Depth Requirements

STANDARD PAGE DEPTH: 21.25"

Advertisements more than 19" deep will be charged at full column depth.

TABLOID PAGE DEPTH: 12"

Advertisements more than 11" deep will be charged at full column depth.

MINIMUM SIZES:

1 Column x 3/4"	4 Columns x 6"
2 Columns x 2"	5 Columns x 7 1/2"
3 Columns x 4 1/2"	*6 Columns x 9"

*Standard size page only.

Ad depth must be in 1/4" increments.

Resolution

85 Line Screen

Ad Submission

Please upload camera ready ad (PDF preferred) to
<http://addesk.starledger.com>

Click on File Delivery and follow instructions.

ADVERTISING RATE POLICY*

The Star-Ledger/The Times of Trenton/NJ.com ("Publisher") reserves the right to revise its advertising rates at any time on 30 days written notice to contract holders, and Advertiser and Agency agree to be bound by such new rates. However, in such event, if Advertiser and Agency elect not to place any further advertisements in Publisher's newspaper(s) after the effective date of increase and so notifies Publisher, no short rate will be charged on space used prior to such increase, if at the time of the increase Advertiser has run and paid for sufficient advertising to be on pace to fulfill its advertising commitment. Contracts are required for bulk discounts and must be fulfilled within one year from the effective date. Contracts not fulfilled will be rebilled at the applicable rate card rate. If total space used during the contract period qualifies for additional discount, rebate will be made at the end of the contract period or upon receipt of revised contract. Non-contract space will be billed at open rate. Advertisers assume all liability for all content of advertisements printed, and advertiser represents that it is fully authorized and licensed to use the names, portraits and/or pictures of living persons and any copyrighted or trademarked material in any advertisement submitted by or on behalf of the advertiser. The advertiser further represents that there is nothing in such advertisement which is libelous, defamatory or invades the privacy of any person, or corporation. Publisher reserves the absolute right, at any time without notice, to cancel an advertising order or reject or edit any advertising copy or illustration, whether or not the same has already been acknowledged and/or previously published. The advertiser and agency agree to protect, indemnify and hold harmless the Publisher against any and all liability, loss and expense of whatsoever nature (including counsel fees) arising out of the copying, printing or publication of the advertiser's advertisements. Advertisements that simulate editorial content must be clearly labeled "advertisement". The Publisher accepts no liability for failure to insert an advertisement for any cause. Liability for an error will not exceed the cost of space occupied by the error. Credit for errors allowed for first insertion only. Claims for allowances for errors must be made within five days of date of insertion. No credit allowed for errors unless complete layouts, copy and materials are received in accordance with Publisher's deadlines. Position requests are at Publisher's sole discretion and are not guaranteed. Advertiser may not use any space for the advertisement either directly or indirectly of any business organization, enterprise, product, or service other than that for which the advertising space is provided by Publisher, nor may advertiser authorize any others to use any advertising space. If it becomes necessary to place with an attorney for collection any claim for funds due, then advertiser agrees to pay to Publisher a reasonable attorney's fee of twenty percent (20%) of the balance then unpaid. Advertiser recognizes that the copyright in any advertisements created by Publisher is owned by Publisher. As to all other advertisements, advertiser agrees that Publisher has the non-exclusive right, for the full term of copyright, by itself or through third parties, to republish and re-use any advertisements submitted in any form in which the advertisements may be published or used (in any media now in existence or hereafter developed) in whole or in any part, whether or not combined with material of others. Publisher may require cash with order. When tearsheets are requested, Publisher will provide electronic tearsheets to advertisers in lieu of paper tearsheets. *Where combination rates with The Times of Trenton are quoted advertising rate information for The Star-Ledger or The Times of Trenton only will be made available upon request.