

General & Packaged Goods

ADVERTISING RATES

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

COMBINED ROP RATES

The Star-Ledger/The Times of Trenton/Jersey Journal

	COST PER INCH- Daily	Thursday	Sunday
OPEN	\$672.75	\$686.94	\$828.47

VOLUME CONTRACTS — Within 1 Year:

\$50,000/150"	452.24	461.16	560.61
\$80,000/250"	448.85	457.70	554.85
\$300,000/1,000"	419.76	427.91	519.48
\$750,000/2,500"	418.22	426.34	518.17
\$1,500,000/5,000"	416.66	424.74	516.38

Each print insertion will include a digitized version distributed via NJ.com for 7 days for only \$25.00 per ad.

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

One Star-Ledger Plaza, Newark NJ 07102

ADVERTISING RATE POLICY*

The Star-Ledger/The Times of Trenton/Jersey Journal ("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 or Jersey Journal are quoted, advertising rate information for The Star-Ledger, The Times of Trenton or Jersey Journal only will be made available upon request.

COLOR RATES

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

	Daily	Sunday
One color and black, Gross	\$2,923.26	\$3,268.26
Two colors/full color, Gross	\$6,763.26	\$7,223.26

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

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.

COLOR CLOSING DATE:

48 hours in advance of regular deadlines.

COLOR CANCELLATION DATE:

72 hours in advance of publication.

THE STAR-LEDGER/TIMES OF TRENTON/ JERSEY JOURNAL READERSHIP

Daily: 935,600

Thursday: 1,131,600

Sunday: 1,364,000

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NJ.COM

NJ.com reaches 6.8 million unique monthly users.

Source: Omniture Site Catalyst, 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.

Represented Nationally by:

METRO SUBURBIA, INC.

REGIONAL SALES OFFICES

New York-(212) 697-8020 Atlanta-(678) 352-8820

Chicago-(847) 242-0519 Detroit-(248) 426-4202

Florida-(561) 750-1700 Los Angeles-(323) 965-3677

New England: Steve Ganak Ad Reps-(617) 542-6913

Toronto, Canada: American Publishers

Representatives Ltd-(416) 363-1388