ADVERTISING RATES

INSIDE DISPLAY ADVERTISING RATES

UP TO 3X RATE	FULL PAGE	HALF PAGE	QUARTER PAGE
Any One Area	$700	$400	$250
Any Two Areas	$1300	$700	$425
Any Three Areas	$1800	$1000	$600
Each Additional Area	$450	$300	$150

4x - 6x Discount Rate	FULL PAGE	HALF PAGE	QUARTER PAGE
Any One Area	$600	$350	$200
Any Two Areas	$1100	$600	$350
Any Three Areas	$1500	$850	$500
Each Additional Area	$400	$200	$125

12x Consecutive Discount Rate	FULL PAGE	HALF PAGE	QUARTER PAGE
Any One Area	$500	$300	$175
Any Two Areas	$900	$500	$300
Any Three Areas	$1300	$700	$400
Each Additional Area	$350	$175	$100

Volume Discount Rate	FULL PAGE	HALF PAGE	QUARTER PAGE
Essex West	$1800	$900	$450
Essex East	$2000	$1000	$500
Passaic	$1300	$650	$325
Morris	$1800	$900	$450
Full Run	$6500	$3250	$1625

Service Directories & Commercial Reader Ads

	Any 3 Areas	Any 6 Areas	Any 9 Areas	Any 12 Areas	Add'l Areas	Full Areas
Single Unit	$90	$140	$180	$220	$25ea	$400
Double Unit	$150	$250	$325	$375	$40ea	$600
3 Line Reader Ad	$40	$70	$100	$120	$10ea	$160

OUTSIDE & PREMIUM POSITION RATES

DETATCHED LABEL POSTCARDS	LARGE SIDE	WITH SIDE TWO SHOWCASE
9 Point Full Postcard	$795	$895
Glossy Coated Postcard	$995	$1095

Showcase only.....$249 per area

COVERS AND PREMIUM POSITIONS	FRONT COVER	BACK COVER OR PAGE 3	INSIDE COVERS
Any One Area	$895	$599	$575
Each Additional Area	$750	$550	$500

All Prime Positions include bleed at no extra charge

ELECTRONIC ADVERTISING RATES

Banner Ads on rotation throughout our high traffic shopping website

Campaign Length	1 month	3 month	6 month	12 month
NJMarketeer.com	$99	$199	$299	$399

Banner Ads by zipcode on our news website

Number of Exposures	2500	5000	7500	10000
YourNewsNJ.com	$195	$295	$349	$399

Payment Terms & Discounts Available

All advertising purchases must be pre-paid by check, credit card or cash prior to publication date.

Three levels of discounts for timely payment.
Only payments in full are eligible for discounts.

1. **Check or Cash:** Payment in full by General Copy Deadline: **Take 10% Off**
2. **Credit Card:** Payment in full by General Copy Deadline: **Take 5% Off**
3. Payment in full by publication date: **Take 2% Off**
   Payments made by publication date are eligible for 2% discount.
   Clients with a credit card on file will be charged upon publication date and 2% will be deducted from the total invoice.

All invoices are expected to be paid in full by the last Friday of the month for that issue date. We cannot guarantee any new orders until any previous orders are paid in full.

Interest Charges: Unpaid balances of 45 days or more are subject to finance charges of 1.5% per month.

Methods of Payment: We accept Checks, Checks-by-phone or fax, Cash, Visa, MasterCard, Discover and American Express.

NJ Community Publishing

11 Melanie Lane, Unit #4 • East Hanover, NJ 07936

Telephone (973) 434-8888 • Fax (973) 434-8765 • www.NJMarketeer.com

Sales Office Hours: Monday Through Friday 8:30 am to 5:30 pm

Office closed in observance of the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Holiday (Thursday & Friday) & Christmas Day

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PRINT ONLY, PRINT & DELIVER, DELIVER ONLY RATES

CUSTOM DESIGNED
Full Color/Both Sides
8½"x11"

SINGLE SHEET 8.5 x 11in.

STANDARD 60# OFFSET	8.5"x11in. 7 POINT CARD	GLOSSY 60# COATED
$59 per thousand	$69 per thousand	$79 per thousand
Minimum Order 10,000	Minimum Order 10,000	Minimum Order 10,000

Mail it in the next issue of The Marketeer for Only $29 per thousand more

CUSTOM DESIGNED
Full Color on All 4 Pages
11"x17"
Includes one fold

DOUBLE SHEET 11 x 17 in.

STANDARD 60# OFFSET	GLOSSY 60# COATED	GLOSSY 80# COATED 8-PAGE CATALOG PROFESSIONALLY DESIGNED AND PRINTED
$89 per thousand	$125 per thousand includes bleed	$1,950 10,000 FINISHED BOOKS
Minimum Order 10,000	Minimum Order 15,000	$165.00 Each Additional 1,000

Mail it in the next issue of The Marketeer for Only $29 per thousand more

POSTCARDS	MENUS/BROCHURES	BUSINESS CARDS	POSTCARDS	BAG STUFFERS
Full Color 4x6 in.	Glossy Tri-Fold	Full Color One-Sided	Full Color 6x9 in.	Full Color 3.67 X 8.5 in.
5,000	10,000	1,000	10,000	10,000
	Designed, Printed & Folded, Tri-fold, Non-Bleed			
$549	$899	$129	$899	$449
+tax & shipping	+tax & shipping	+tax & shipping	+tax & shipping	+tax & shipping
Increments of 5000 only	Increments of 5000 only		Each additional 1,000: $95	

DELIVERY ONLY RATES OF SUPPLIED PRE-PRINTED FREE STANDING INSERTS

SIZES UP TO 8.5 x 11in.	SIZES UP TO 11 x 17in.	SIZES UP TO 12 x 24in.
$39 per thousand	$45 per thousand	$48 per thousand
INSERTED & MAILED	INSERTED & MAILED	INSERTED & MAILED

Inserts weighing over 6-tenths of an ounce will be priced individually.
Prices shown are based on your inserts being shipped to our office or warehouse by the required dates.
See your Marketeer representative for details and deadlines. Trucking available at additional cost.

ADDITIONAL PRINT SERVICES

Services	Benefit	Price
Black Plate Changes	Allows you to customize address blocks for different locations	$75 per side, black plate only
Bleeds	Adds a higher end look	Add'l $5 per thousand
Cuts	Double or triple the yield of your print job	$50 set up charge+ $3 per cut per thousand
Folding (in-line)	For brochure or menu with a tri-fold or half fold	Add'l $8 per thousand
Perforations	Create detachable coupons or offers	$95 set up charge & add'l $3 per thousand
Short Runs	Print only what you know you'll use	Priced by the job

VOLUME DISCOUNTS FOR PRINTING

Quantity Purchased	8.5x11in. Savings	11x 17in. Savings
25,000 to 49,999	Deduct $5 per thousand	Deduct $10 per thousand
50,000 to 99,999	Deduct $10 per thousand	Deduct $15 per thousand
100,000 & up	Deduct $15 per thousand	Deduct $20 per thousand

ADD DELIVERY

The Marketeer will insert & deliver any job we print for an additional
$29 per thousand
Minimum 10,000 pieces or 1 full zip code

Download current publication dates, coverage maps, and circulation numbers at www.njmarketeer.com

PRE-PRINTED INSERT DELIVERY INSTRUCTIONS

- 10,000 or less: Sales reps are permitted to pick up small quantities of inserts from your business.
- 10,000 - 50,000: May be delivered to our sales office. Call to arrange a convenient time for you.
- 50,000 or more: Must be delivered directly to our warehouse. CALL FOR DETAILS.

Mechanical Requirements
(Live Art Area)

Full Page Non Bleed
7.375" x 9.75"
Half Horizontal
7.375" x 4.75"
Front Cover
7.375" x 8"
Half Page Vertical
3.75" x 9.75"
Quarter Page
3.75" x 4.75"
DAL Card Large Side
8" x 4.5"
DAL Card Showcase Block
2.5" x 4.5"
Single Service Directory
1.6" x 1.75"
Double Service Directory
1.6" x 3.5"

File Submissions

Camera ready ads should be submitted as PDF files with all fonts and images embedded. Files may also be submitted as Photoshop tif files, Illustrator eps files, or Quark 7 raw documents. ALL Quark files must be submitted with all fonts and images collected for output. Files created in InDesign, Publisher, Word, Corel or Pagemaker must be PDF to above size specs.

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