

# New Jersey Hills Media Group

# Retail Advertising Rates

| Level               | Contract Inches | Bernardsville News per column inch | Observer Tribune per column inch | Echoes-Sentinel per column inch | Hunterdon Review per column inch | West Morris Reporter per column inch | Full Run 5 Recorder Paper Buy per column inch | Madison Eagle, Florham Park Eagle, Chatham Courier SOLD ONLY IN COMBO | Hanover & NewsBee SOLD ONLY IN COMBO | All 5 Eagle Group | The Citizen | The Progress | Combination Rates  |
|---------------------|-----------------|------------------------------------|----------------------------------|---------------------------------|----------------------------------|--------------------------------------|---|---|--------------------------------------|-------------------|-------------|--------------|--------------------|
| 1                   | Open            | \$23.00                            | \$18.75                          | \$14.75                         | \$10.25                          | \$11.50                              | \$51.00                                       | \$11.50   | \$10.25                              | \$16.00           | \$12.00     | \$13.75      | All 10 \$57.00 pci |
| 2                   | 50              | 21.00                              | 17.00                            | 13.25                           | 9.25                             | 10.50                                | 49.00   | 10.50   | 9.25                                 | 14.50             | 11.00       | 12.50        | (on contract)      |
| 3                   | 100             | 18.75                              | 15.25                            | 12.00                           | 8.50                             | 9.50                                 | 47.00   | 9.50  | 8.50                                 | 13.00             | 9.75        | 11.00        | All 10 \$61.00 pci |
| 4                   | 250             | 17.00                              | 13.75                            | 10.75                           | 7.50                             | 8.50                                 | 45.00   | 8.50  | 7.50                                 | 12.00             | 8.75        | 10.00        | All 12 \$64.00 pci |
| 5                   | 500             | 15.00                              | 12.25                            | 9.75                            | 6.75                             | 7.75                                 | 43.00   | 7.75  | 6.75                                 | 10.75             | 8.00        | 9.00         | (on contract)      |
| 6                   | 1,000           | 14.25                              | 11.75                            | 9.25                            | 6.50                             | 7.25                                 | 41.00   | 7.25  | 6.50                                 | 10.00             | 7.50        | 8.50         | All 12 \$69.00 pci |
| 7                   | 1,400           | 13.50                              | 11.00                            | 8.75                            | 6.00                             | 7.00                                 | 39.00   | 7.00  | 6.00                                 | 9.50              | 7.00        | 8.00         |                    |
| 8                   | 2,800           | 13.00                              | 10.50                            | 8.25                            | 5.75                             | 6.50                                 | 37.00   | 6.50  | 5.75                                 | 9.00              | 6.75        | 7.75         |                    |
| 9                   | 5,600           | 12.00                              | 10.00                            | 8.00                            | 5.50                             | 6.25                                 | 35.00   | 6.25  | 5.50                                 | 8.50              | 6.50        | 7.35         |                    |
| <b>Pick-up Rate</b> |                 | 15.00                              | 12.25                            | 9.75                            | 6.75                             | 7.75                                 |   | 7.75  | 6.75                                 | 10.75             | 8.00        | 9.00         |                    |

**POLITICAL ADVERTISING RATES**  
\$9.00 pci each paper paid in advance

## COLOR CHARGES:

Process Color \$310  
Spot Color \$145

**DON'T MISS OUR SPECIAL SECTION ISSUES INCLUDING OUR GLOSSY ELEGANT LIFESTYLES MAGAZINE**

## STATED FREQUENCY CONTRACTS

| Minimum inch req. | 13 of 26 weeks | 26 of 52 weeks | 52 of 52 weeks |
|-------------------|----------------|----------------|----------------|
| 2"                | 100" Level     | 250" Level     | 1,400" Level   |
| 5"                | 250" Level     | 500" Level     | 2,800" Level   |
| 8"                | 500" Level     | 1,000" Level   | 5,600" Level   |
| 16"               | 1,000" Level   | 1,400" Level   |                |
| 31 1/4"           | 1,400" Level   | 2,800" Level   |                |

**ROP DEADLINE: FRIDAY, 11:00 AM**

| Column Widths |        |       |
|---------------|--------|-------|
| Columns       | Inches | Picas |
| 1             | 1.5    | 9.3   |
| 2             | 3.2    | 19.3  |
| 3             | 4.8    | 29.3  |
| 4             | 6.5    | 39.3  |
| 5             | 8.2    | 49.3  |
| 6             | 9.8    | 59.3  |

## Mechanical Requirements

Our newspapers are printed offset. Any camera-ready artwork or reproduction proofs should be screened 85 lines.

**Broadsheet pages -**  
9.8" wide x 20.5" deep

**Tab pages -**  
4 col. (9.8") wide x 9.6" deep

The resolution of art/ads should be 300dpi. PDF files are preferred and can be e-mailed to respective ad representatives.

Rates subject to change with 30 days notice. Only Open Rates are commissionable. Multiple paper buys in the same week of publication will only count as one insertion towards contract fulfillment. Only advertisers who have signed an advertising agreement will receive a contract rate. Our contracts automatically renew.