

ADVERTISING RATES

TRENTON MAKES

THE WORLD TAKES

Retail

Effective December 29, 2008



The Trentonian

www.Trentonian.com

600 PERRY ST., TRENTON, NJ 08618 • 609-989-7800

1. PERSONNEL

Publisher - William T. Murray

Advertising Director - Margaret Ashley mashley@trentonian.com

Retail Advertising Manager - Nora Chepl nchepl@trentonian.com

Classified Advertising Manager - Nancy O. Seyboth nseyboth@trentonian.com

2. COMMISSION & CASH DISCOUNTS

- a. Retail rates are not commissionable and do not earn cash discounts.
- b. All bills for advertising are due and payable upon receipt and are considered past due after 25 days. Transient classified bills are due upon receipt.
- c. Advertising charges not paid within 25 days of receipt of statement are subject to a late payment charge of 2% per month.

3. POLICY - ALL CLASSIFICATIONS

- a. *The Trentonian* is not to be held responsible for omissions or other errors which are accidental and unavoidable. It is the responsibility of the advertiser to report any error or omission in time for the next insertion. Credit claims must be made within thirty (30) days after billing. Any billing discrepancies must be communicated in writing before the next billing cycle.
- b. No allowance will be made for errors that do not materially affect the value of the advertisement. Not responsible for telephoned corrections called in after the scheduled deadline.
- c. *The Trentonian* does not guarantee position of advertisements and accepts no liability when position requests are not honored. All advertising copy is accepted with the understanding that it will run in an ROP position if a position request cannot be fulfilled.
- d. *The Trentonian* accepts alcoholic beverage and cigarette advertising.
- e. Proofs for ads 10" or larger will be furnished to the advertiser if requested and time permits.
- f. There shall be no liability for consequential damages nor for error damages beyond an incorrect publication date.
- g. Any cancellations after deadline are subject to cancellation fees. Fees are determined at time of contract. If no contract exists, cancellation fee is a minimum of \$500.
- h. Publisher reserves the right to refuse advertising.
- i. The Publisher reserves the right to revise rates on any contract or order at any time upon thirty (30) days written notice.
- j. The word "advertisement" will be printed at the top of each column occupied by an advertisement which, in the Publisher's judgment, resembles news matter.
- k. The advertiser or the agency agrees to indemnify and hold *The Trentonian* harmless from all costs, expenses (including reasonable attorney's fees and court costs), liability and damages resulting from or caused by publication of any advertisement placed by the advertiser or agency.
- l. Monthly earned discounts apply to advertisers that have no past due accounts of any nature and who pay on or before the 20th day of the month following insertion.
- m. The subject matter, form, size, wording, illustration and typography of all advertising copy received by *The Trentonian* shall be subject to approval, revision, classification, cancellation, or rejection at any time by *The Trentonian* in its sole and absolute discretion. Previous acceptance of any advertising copy by *The Trentonian* will not operate as a waiver of *The Trentonian's* rights hereunder to edit, revise, classify, cancel, or reject any advertising copy at any time.
- n. Full Page Depth - 11.75". Ads exceeding 10" will be charged full page depth. Depth Requirements: as many inches deep as columns wide.

3a. PREPRINT POLICY

- a. Due to variances in newspaper circulation draws on a day-to-day basis the quantity you send us may be over or under what we need to fulfill your distribution instructions on a given day. To assure efficient coverage we will, depending on whether your supplied quantity is over or under our need for that day, add distribution closest to each store or subtract furthest away based on your buy in home-delivery. In addition we will subtract from or add to single copy distribution based on variances in draws.

4. BLACK/WHITE RATES

All rates are net.

Open Rate-Daily or Sunday **\$71.68** per column inch.

MONTHLY EARNED DISCOUNT

<u>Inches</u>	<u>Daily or Sunday</u>
12	\$66.83
24	\$65.39
48	\$63.87
66	\$62.37
90	\$59.43
180	\$57.13
300	\$53.34

ANNUAL BULK SPACE

<u>Annual Inches</u>	<u>Page Equivalents</u>	<u>Inch Rate</u>
59	1	\$66.32
118	2	\$65.42
235	4	\$62.40
353	6	\$60.45
588	10	\$58.53
764	13	\$56.53
1,528	26	\$54.62
3,055	52	\$52.66
4,633	75	\$50.74
5,875	100	\$48.13
8,813	150	\$46.18
14,688	250	\$44.18

REPEAT DISCOUNTS

Repeats ads within a 7 day period earn the following discounts off of full rate:

1st repeat	15%
2nd - 6th repeat	25%
Sunday repeat from any weekday	40%

*All print ads in the Trentonian will be online @ trentonian.com - online rate is \$1.74 pci.

5. GROUP COMBINATION RATES - B/W & COLOR

Network rates are available for placing advertising in the Journal Register AllAroundPhilly Newspaper Network. Network includes seven daily newspapers plus several weekly newspaper groups.

Please contact your sales representative for details.

6. COLOR RATES & DATA

	<u>1 Color</u>	<u>2 Color</u>
By the inch	\$6.00	\$7.25
Open	\$336	\$417
5 times	\$324	\$389
12 times	\$313	\$377
25 times	\$301	\$365
50 times	\$290	\$342

Flexo Process Color \$660 - By the inch \$11.50

Double Truck Process Color \$741 - By the inch \$6.45

Rates are per ad.

All rates are net.

7. SPECIAL SERVICES

- Creative services, layout, design and full campaigns.
- Complete Co-op services provided by our full-time coordinator.
- Internet banner & mini web site design.
- For rates and information on Internet advertising, please contact your sales representative.

8. SPECIAL ROP PLACEMENT AVAILABLE

9. INSERTS

All rates are net. Rates calculated at cost per thousand.

<u>Tabloid Size (Pages)</u>	<u>Open</u>	<u>12X</u>	<u>24X</u>	<u>36X</u>	<u>48X</u>
2-7	\$50.52	\$47.72	\$44.63	\$41.53	\$33.96
8-11	\$54.46	\$50.52	\$46.59	\$42.66	\$37.89
12-15	\$60.35	\$56.14	\$49.69	\$44.07	\$38.74
16-19	\$66.24	\$61.47	\$54.46	\$48.27	\$42.38
20-23	\$72.42	\$65.68	\$59.24	\$52.77	\$50.24
24-27	\$78.31	\$71.30	\$64.29	\$56.99	\$52.21
28-31	\$84.21	\$76.62	\$68.77	\$61.19	\$55.61
32-35	\$90.11	\$81.96	\$73.82	\$65.41	\$57.26
36-39	\$96.00	\$87.29	\$78.31	\$69.61	\$60.92
40	\$99.92	\$90.94	\$80.28	\$72.42	\$63.44

- a. 70lb. high bulk or thicker accepted and 70lb. offset and thinner will be accepted only if folded.
- b. Minimum of 29,000 inserts. Open rate will apply if less than 29,000.
- c. Please allow 1% over spoilage.
- d. One end of the product must be a solid edge.
- e. Insert must be at least 5" x 5" and no larger than *The Trentonian* main.
- f. Perforated inserts must be pre-approved to determine running capability.
- g. Inserts should be packaged in no turns or the least amount of turns and no ties.
- h. Insert reservations must be placed 10 days before insertion.
- i. All inserts must arrive 9 days prior to insert date.
- j. Zone insert quantities less than 15,000 may require insertion date flexibility.

Insert Delivery Address:
 Journal Register Offset
 390 Eagleview Blvd.
 Exton, Pa. 19341
 (610) 280-2295 ext. 1117
 to verify inserts
Receiving hours are:
 7AM-2:30PM Monday-Friday

10. SPECIAL DAYS/PAGES/FEATURES

- **Wednesday & Sunday** - Food Days.
- **Friday** - Auto, Movies, Real Estate
- **Thursday Entertainment**
- **Saturday** - Automotive
- **Sunday** - Employment, Real Estate, JobsInNJ.com, Inserts, Coupons

RESTAURANT RATES

2 inch weekly minimum. All rates are net.

All rates per inch.

Open Rate	—————	\$51.99
13 Week contract	—————	\$47.51
26 Week contract	—————	\$45.34
52 Week contract	—————	\$39.66

11. CLOSING TIME

<u>Publication Date</u>	<u>Deadline</u>
Sunday.....	Thursday 5PM
Monday.....	Friday Noon
Tuesday.....	Friday 5PM
Wednesday.....	Monday 5PM
Thursday.....	Tuesday 5PM
Friday.....	Wednesday 5PM
Saturday.....	Thursday 5PM

12. MECHANICAL MEASUREMENTS

(Printing method or process identified)

S.A.U. Retail Column Widths:

- 1 col. (1.833" or 10.998 picas)
- 2 col. (3.79" or 22.75 picas)
- 3 col. (5.74" or 34.4 picas)
- 4 col. (7.69" or 46.14 picas)
- 5 col. (9.67" or 58.02 picas)

Acceptable Ad files:

Adobe Acrobat PDF • 300dpi w/fonts embedded.

Colors: CMYK Printing Process: Offset

• E-mail: artdepartment@trentonian.com

• E-mail: trentonianads@yahoo.com (over 2mb)

Website: www.Trentonian.com • Adsend: NJTRT