

# THE 'NEW TOWN' PRESS

421 Stone Meeting House Rd., Woolwich Twp., NJ 08085-3609

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<b>OPEN DISPLAY RATE</b>	<b>\$11.75 per column inch</b> 5" ad smallest advertisement accepted for less than 6 month run.
<b>* PRE-PAID RATE</b>	<b>\$11.40 per column inch.</b>
<b>** REPEAT DISPLAY RATE</b>	<b>\$11.00 per column inch</b> AD MUST RUN 6 MONTHS WITHOUT COPY CHANGE.
<b>COLOR</b>	<b>\$40.00</b>
<b>BUSINESS CARD</b>	<b>\$44.00</b> AD MUST RUN 6 MONTHS WITHOUT COPY CHANGE.
<b>1/8 PAGE</b>	Open Display -- \$141.00 per ad * Pre-Paid -- \$136.80 per ad ** Repeat Display Rate -- \$132.00 per ad
<b>1/4 PAGE RATES</b> Includes FREE WEBSITE ad	Open Display Rate -- \$282.00 per ad * Pre-Paid Rate-- \$273.60 per ad ** Repeat Display Rate -- \$264.00 per ad
<b>1/2 PAGE RATES</b> Includes FREE WEBSITE ad	Open Display Rate -- \$564 per ad * Pre-Paid Rate -- \$547.20 per ad ** Repeat Display Rate -- \$528 per ad
<b>FULL PAGE RATES</b> Includes FREE WEBSITE ad	Open Display Rate -- \$1,128 per ad * Pre-Paid Rate -- \$1,094.40 per ad ** Repeat Display Rate -- \$1,056 per ad
<b>FRONT PAGE RATES</b>	Open Display Rate -- \$23.50 per column inch * Pre-Paid Rate -- \$22.80 per column inch ** Repeat Display Rate -- \$22.00 per column inch
<b>POLITICAL ADVERTISEMENT RATE</b>	<b>\$11.40 per column inch</b> -- All political advertisements must be paid in full on for before the time of placement. NO EXCEPTIONS.
<b>RELIABLE SERVICE &amp; PROFESSIONAL DIRECTORY ADVERTISEMENT</b>	<b>\$11.00 per col. inch per month</b> -- Ad must run for 6 months without copy change.
<b>CLASSIFIED AD</b>	<b>\$5.25 for 30 words in newspaper. 10 cents for each additional word. Boxed ad \$1 extra. Website FREE.</b>
<b>BUSINESS DIRECTORY CLASSIFIED AD</b>	<b>\$10.00 per issue</b>
<b>CHURCH DIRECTORY</b>	<b>\$130 per year paid in advance</b>
<b>WEBSITE ADVERTISING</b>	<b>\$10.00</b> for any advertisement already appearing in the issue. Quarter page newspaper ad or larger FREE. BANNER AD \$5. Includes name, phone number, website link only. One time charge for repeat ad.
<b>SERVICE CHARGES</b>	
<b>INSERTS</b>	<b>\$35 per thousand</b> for 1st & 2nd time in 1 CALENDER YEAR <b>\$30 per thousand</b> for 3rd or more time in 1 CALENDAR YEAR.
<b>PREFERRED PLACEMENT Page 3 or 5</b>	<b>\$10 per ad</b> Early reservation is suggested. Taken on first come basis.
<b>SUBSCRIPTIONS</b>	<b>\$20 per year</b>
<b>INTEREST</b>	<b>18% annually</b> on all past due accounts. All accounts 30 days.
<b>MECHANICAL REQUIREMENTS</b>	
• Width of Column 1.5 inches • Depth of Column 16 inches • 6 Columns per page • Full Page 96 inches • Type Space: 10x16" • PDF format preferred.	
<b>PUBLICATION DATES</b>	
<b>PUBLISHED -- 1st Friday of each month</b>	
<b>ADVERTISING &amp; NEWS DEADLINE -- 3rd Friday of month prior to publication -- 4 p.m.</b>	
* <b>PRE-PAID RATE</b> is required for all first time advertisers and will be given on all open display advertising paid for when the ad is placed.	
** <b>REPEAT DISPLAY RATE</b> ads must run 6 months WITHOUT COPY CHANGE. If copy change is made within the 6-month period, open display rate will be charged that month only.	
<b>COVERAGE AREA</b> -- Delivered by third class mail to all the homes and businesses possible in Swedesboro, Woolwich Twp., Logan Twp., East Greenwich Twp., Auburn, South Harrison, and parts of Mullica Hill. Mailing numbers updated quarterly.	
<b>CIRCULATION -- 12,800 copies printed -- 12,559 copies delivered by mailed as of June 2010.</b>	