

The logo for the South Plainfield Observer features a stylized grey brushstroke or wave graphic behind the text. The words "South Plainfield" are in a smaller, bold, sans-serif font, and "Observer" is in a much larger, bold, serif font.

South Plainfield Observer

1110 Hamilton Blvd., Suite 1B, South Plainfield, NJ 07080 • 908.668.0010 • Fax 908.668.8819
E-mail: spobserver@comcast.net • www.spobserver.com

Dear Advertiser,

Thank you for interest in the South Plainfield Observer. Enclosed please find advertising information for the **South Plainfield Observer**, South Plainfield, New Jersey's official weekly newspaper. Our publication date is every Friday.

In circulation since 1997, the **Observer** is the official newspaper for the Borough of South Plainfield. We are dedicated to providing local news on issues affecting the borough as well as information on schools, sports, obituaries and more. We also promote community pride and spotlight local businesses as well as notable residents. The newspaper also offers and extensive resources for businesses professional and services as well as classifieds.

The newspaper is sold through home delivery and in more than twenty stores locally. Our paid circulation is approximately 3,200. **The Observer is read by more South Plainfield residents than any daily newspaper.** Four times a year, the Observer is mailed to every home in South Plainfield, approximately 10,000 press run (special rates apply).

Thank you very much for your interest. If you would like further information, please call (908) 668-0010.

Sincerely,
South Plainfield Observer
Advertising Sales

Advertising Rates and Information

Display Advertising

Open Rate	\$10.95 per col inch
6 times	\$9.95 per col inch
12 times	\$9.35 per col inch
26 times	\$8.75 per col inch
52 times	\$7.75 per col inch

Premium placement add 25%.

1/8 Page (2 x 5)	\$ 109.00
1/8 Page (1 x 10)	\$ 109.00
1/4 Page (3 x 6.5)	\$209.00
1/4 Page (2 x 10)	\$209.00
1/4 Page (4 x 5)	\$209.00
1/2 Page (5 x 8)	\$412.00
1/2 Page (4 x 10)	\$412.00
Full Page (5 x 16)	\$770.00

Size specifications

1 col = 11 picas, 1-13/16 inches
2 col = 23 picas, 3-7/8 inches
3 col = 35 picas, 5-7/8 inches
4 col = 47 picas, 7-7/8 inches
5 col = 59 picas, 9-7/8 inches

Classified Advertising

Open Rate \$15 for 3 lines (80-85 characters)
\$1. per each additional line.

10% discount for 4 time consecutive run
(\$54 for 3 line ad)

Display advertising rate is \$10.95 per column inch

Classified Ad copy deadline is Monday, 5 p.m.

Color

Standard PMS Color – \$90/per color
4/C Process – \$200.00
(check with us to see if share price is available)

Ad Set Up - \$40 minimum

Special Issues

BOROUGH WIDE MAILING—Reach every home and business in South Plainfield as well as out of town subscribers 4 times a year. Special rates apply.
Call for next available date.

Business & Professional

\$185 for 1 col. x 2 inches, 10 issues
\$350 for 2 col 2 inches, 10 issues
(A savings of 20% off open advertising rates.)
Advertiser must commit to run 10 times,
weekly or every other week.
For rates for larger ads, call 908-668-0010.

Deadlines

Publication Date	Friday
Space Reservation	Friday prior to desired pub. date, 4 p.m.
Camera Ready Ads	Monday, 5 p.m.
Proof Deadline	Must have copy by Thursday, 4 p.m.
Classified Ads	Monday, 5 p.m.

Contact Us

For further information, call 908-668-0010.

Publisher..... Nancy Grennier
Advertising Manager Susan Kaneps
Advertising Sales Rep Jane Dornick
Advertising Sales Rep Jean Fultz
Advertising Sales Rep Roxanne Cortese

Reprints (color or black and white) of individual photographs are available for purchase. Full page reprints in black and white or color, are also available. Call for pricing information.

We reserve the right to edit, alter or reject any ad. Position is not guaranteed unless paid for. We shall not be held liable for failure to insert an advertisement. Publisher will adjust billing to reflect frequency insertions. Publisher reserves right to revise rates, discounts and other provisions of rate card. Advertising charges are due upon receipt of billing. Recognized advertising retail rates are non-commissionable. Agencies may add 15% commission.

Rates effective 2/15/06 and are subject to change.

INSERTS

\$230 - Advertiser supplies 3,200 – 8.5 x 11 inserts to mailer. Must reserve date.

Send camera ready (PDF) advertising to:
spobserver@comcast.net

Sample Display Ad Sizes (actual) and Rates

For complete specifics on ad rates and sizes, please call 908-668-0010

Open Rate: \$10.95/column inch

Full Page \$770.00

Half Page \$412.00

Quarter Page \$209.00

Ad Design \$40.00

For more information on multi-discount rates, call (908) 668-0010.

2 column x 3" = 6 col inches
1 time = \$65.70

Frequency Discount
6 times = \$59.70 each insertion
12 times = \$56.10 each insertion
26 times = \$52.50 each insertion
52 times = \$46.50 each insertion

2 columns x 4" = 8 col inches
1 time = \$87.60

Frequency Discounts
6 times = \$79.60 each insertion
12 times = \$74.80 each insertion
26 times = \$70.00 each insertion
52 times = \$62.00 each insertion

2 column x 6" = 12 col inches
1 time = \$131.40

Frequency Discount
6 times = \$119.40 each insertion
12 times = \$112.2 each insertion
26 times = \$105 each insertion
52 times = \$93.00 each insertion

1 col. x 4" = 4 col. inches
1 time = \$43.80

Frequency Discount
6 times = \$39.80 ea. insertion
12 times = \$37.40 ea. insertion
26 times = \$35.00 ea. insertion
52 times = \$31.00 ea. insertion

2 column x 2" = 4 col. inches
1 time = \$43.80

Frequency Discount
6 times = \$39.80 each insertion
12 times = \$37.40 each insertion
26 times = \$35.00 each insertion
52 times = \$31.00 each insertion

1 column x 2" = 2 col. inches
1 time = \$21.90

Frequency Discount
6 times = \$19.90 each insertion
12 times = \$18.70 each insertion
26 times = \$17.50 each insertion
52 times = \$15.50 each insertion

3 column x 2" = 6 col. inches
1 time = \$65.70

Frequency Discount
6 times = \$59.70 each insertion
12 times = \$56.10 each insertion
26 times = \$52.50 each insertion
52 times = \$46.50 each insertion

Advertise your business in the Observer
Business & Professional advertising section
and watch your business grow.

BUSINESS & PROFESSIONAL

B&P Rates are
discounted 20%
off the open rate.

Rate for 1x2-\$18.50
per issue=

10 insertions for
\$185.

Rate for 2x2-\$35
per issue = 10
insertions for \$350.


Rates quoted are for the
Business & Professional
Section and are discounted
20% off open rate.
Advertiser must commit to
10 consecutive weeks and be
prepaid. Set up charge for
non camera-ready ads - \$40.

For information or to get
started advertising, call
(908) 668-0010 or email
spobservers@comcast.net.

Business & Professional

PAINTING

J. GRANDE PAINTING

- ★ Interior/Exterior 
- ★ Powerwashing
- ★ Specializing in painting
Aluminum Siding

100% Excellent Workmanship!

Free Estimates ★ Fully Insured
732-738-0839

BUILDERS

BUILDER & GENERAL CONTRACTOR

NJ DCA LIC #019771
Since 1981

Lordina Builders
908-753-3850

ADDITIONS-KITCHENS -
BATHROOMS-
Office Renovations

FREE ESTIMATES

CONTRACTORS

DiFRANCESCO CONTRACTING

SOUTH PLAINFIELD

Residential Construction

Snow Plowing

(908) 822-9807



PAVING

**MARK L.
DiFRANCESCO**

PAVING • MASONRY

*Driveways • Parking Lots • Seal Coating • Pavers • Wallstone
Slate • Bluestone • Excavating • Foundations • Block Work
Cultured Stone • Drainage • Water Proofing*


3RD GENERATION IN BUSINESS


908-668-8434

SNOW REMOVAL

*Silver Creek
Landscaping*

SOUTH PLAINFIELD

SNOW REMOVAL

PLOWING - SANDING - SALTING
 • Office Buildings
 • Apartment & Condo Complexes
 • Retail Stores
 • Schools and Churches
 -Sign up now for 24 hour service-
908-756-7272

The South Plainfield Observer-

Delivering results for local business owners.