

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 – \$120/per color
4/C Process – \$484

Ad Set Up - \$40 minimum

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

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 consecutive times.

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.

<i>Publisher</i>	Nancy Grennier
<i>Advertising Manager</i>	Susan Kaneps
<i>Advertising Sales Rep</i>	Jane Dornick
<i>Advertising Sales Rep</i>	Jean Fultz
<i>Advertising Sales Rep</i>	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. Dates must be reserved in advance.