nj ADVANCE media   REPRESENTING   **nj.com** + *Star-Ledger*

Advertising Deadlines:

ROP DEADLINES

For Insertion	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Space Reservations	5PM Thurs.	5PM Fri.	5PM Mon.	5PM Tues.	5PM Wed.	5PM Thurs.	5PM Thurs.
Copy to be Set	5PM Wed.	5PM Thurs.	5PM Fri.	5PM Mon.	5PM Tues.	5PM Wed.	5PM Wed.
Camera Ready Deadlines	5PM Thurs.	5PM Fri.	5PM Mon.	5PM Tues.	5PM Wed.	5PM Thurs.	5PM Thurs.

CLASSIFIED DEADLINES

ROP Real Estate
Friday: 5PM Tuesday
All materials must be released by 5PM Wednesday

Homefinder (Friday):
5PM Tuesday before publication.
All materials must be released by 5PM Tuesday

Sunday: 5PM Wednesday
All materials must be released by 5PM Thursday

Agate Real Estate
Friday: 10:30AM Thursday
All materials must be released by 5PM Wednesday.

Homefinder (Friday): 1PM Thursday
Sunday: 11:30AM Friday

Help Wanted/Careers
Daily: Two business days before publication.
Cancellations must be made by 5PM two business days before publication.

Monday: Thursday 9PM

Sunday: Thursday 9PM
Cancellations must be made by Thursday 5PM preceding publication.

Automotive
Friday: 5PM Wednesday
Saturday: 5PM Thursday
Sunday: 5PM Wednesday

PREPRINTED INSERT DEADLINES*

Tuesday, Wednesday and Friday Thursday Sunday	}	Reservation: 21 Days prior to publication date. Delivery: 10 Days prior to publication date. **Earlier delivery dates apply for holidays. Ask for details.*

Advertising Specifications:

ROP & CLASSIFIED ROP*

STANDARD PAGE SIZE

Columns	Inches Wide
1	1.687"
2	3.5"
3	5.312"
4	7.125"
5	8.937"
6	10.75"

Double Truck Sizes
22.375" x 21.25"

Column Depth: 21.25"

TABLOID PAGE SIZE

Columns	Inches Wide
1	1.687"
2	3.5"
3	5.312"
4	7.125"
5	8.937"
6	10.75"

Double Truck Sizes
21" x 10.5"

Column Depth: 10.5"

Line Screen: 85 lines per inch.
Minimum depth should be 1.5 inches per column width

HELP WANTED/CAREERS

Ad Size	Tab Ad Size Width	Tab Ad Size Depth	Broadsheet Ad Size Width	Broadsheet Ad Size Depth
Full Pg	9.67"	10.5"	10.75"	21.25"
2/3 Pg	9.67"	7"	10.75"	14"
1/2 Pg	9.67"	5.25"	10.75"	10.5"
1/3 Pg Horiz	9.67"	3.5"	10.75"	7"
1/3 Pg Vert	3.116"	10.5"	3.48"	21.25"
1/6 Pg	3.116"	5.25"	3.48"	10.5"
1/12 Pg	3.116"	2.625"	3.48"	5.25"

ROP MODULAR AD SIZES

ROP Full-Run Modular Ad Sizes

ROP Zone Modular Ad Sizes • Applicable Days of the week

Unit Name	Columns(Inches)	Depth in Inches	Wed	Thurs	Fri	Sun
Full Page	6 (10.75)	21.00		Thurs	Fri	Sun
1/2 Page Horiz	6 (10.75)	10.5	Wed	Thurs	Fri	Sun
Banner Ad	6 (10.75)	2.5				
3/4 Page	5 (8.937)	18.0				
3/5 Page	5 (8.937)	14.0				
1/2 Page Rec	4 (7.125)	15.75				
2/5 Page	4 (7.125)	14.0				
1/3 Page	4 (7.125)	10.5				
1/2 Page Vert	3 (5.312)	21.0				
1/4 Page	3 (5.312)	10.5	Wed	Thurs	Fri	Sun
1/6 Page Horiz	3 (5.312)	7.0				
1/8 Page	3 (5.312)	5.25	Wed	Thurs	Fri	Sun
1/10 Page	3 (5.312)	4.0				
C9	3 (5.312)	3.0				
1/6 Page Vert	2 (3.50)	10.5				
1/9 Page	2 (3.50)	7.0		Thurs	Fri	Sun
1/12 Page	2 (3.50)	5.25		Thurs	Fri	Sun
B8	2 (3.50)	4.0				
B7	2 (3.50)	3.5		Thurs	Fri	Sun
B6	2 (3.50)	3.0				
B5	2 (3.50)	2.5				
A3.5	1 (1.687)	3.5		Thurs	Fri	Sun
A3	1 (1.687)	3.0				
A2.5	1 (1.687)	2.5				
A1	1 (1.687)	1.0				

County Zones:
Thursday, Friday & Sunday
• Essex
• Somerset/Hunterdon
• Union
• Sussex/Warren
• Middlesex
• Bergen/Passaic/Hudson
• Morris
• Monmouth/Ocean