



Advertising Contacts:

| Name | Category | Phone | Email |
|-------------------|---|--------------|-------------------------------|
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| Jonathan Kowalski | Automotive | 732-902-5125 | jkowalski@njadvancemedia.com |
| Kim Alvarez | Recruitment & Call Center | 732-902-4309 | kalvarez@njadvancemedia.com |
| Therese O'Brian | Real Estate | 732-902-4366 | tobrian@njadvancemedia.com |
| Isabella Mest | Special Sections & Direct Marketing | 732-902-4369 | operations@njadvancemedia.com |
| Gillian Deak | Creative | 732-902-4345 | gdeak@njadvancemedia.com |

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

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

In-Column Real Estate

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

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 } Reservation: 21 Days prior to publication date.
 Thursday } Delivery: 10 Days prior to publication date.
 Sunday }

PREPRINTED JACKET DEADLINES*

Marketplace } Reservation: 21 Days prior to publication date.
 Star-Ledger Extra } Camera Ready/Approved Ad: Due 14 Days prior to publication date.
 Comics }

*Earlier delivery dates apply for holidays. Ask for details.



The Star-Ledger Advertising Specifications:

ROP & CLASSIFIED ROP*

HELP WANTED/CAREERS

STANDARD PAGE SIZE

| Columns | Inches Wide | |
|---------|-------------|--------------------|
| 1 | 1.687" | |
| 2 | 3.5" | Double Truck Sizes |
| 3 | 5.312" | 22.375" x 21" |
| 4 | 7.125" | |
| 5 | 8.937" | Column Depth: 21" |
| 6 | 10.75" | |

TABLOID PAGE SIZE

| Columns | Inches Wide | |
|---------|-------------|----------------------|
| 1 | 1.687" | |
| 2 | 3.5" | Double Truck Sizes |
| 3 | 5.312" | 21.25" x 10.75" |
| 4 | 7.125" | |
| 5 | 8.937" | Column Depth: 10.75" |
| 6 | 10.75" | |

Line Screen: 85 lines per inch.

*Minimum depth should be 1.5 inches per column width

| Ad Size | Tab Ad Size | | Broadsheet Ad Size | |
|--------------|-------------|--------|--------------------|--------|
| | Width | Depth | Width | Depth |
| Full Pg | 9.67" | 10.5" | 10.75" | 21.25" |
| 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

| Unit Name | Columns(Inches) | Depth in Inches | Thurs | Sun |
|----------------|-----------------|-----------------|-------|-----|
| Full Page | 6 (10.75) | 21.00 | Thurs | Sun |
| 1/2 Page Horiz | 6 (10.75) | 10.5 | Thurs | 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 | Thurs | Sun |
| 1/6 Page Horiz | 3 (5.312) | 7.0 | | |
| 1/8 Page | 3 (5.312) | 5.25 | Thurs | 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 | Sun |
| 1/12 Page | 2 (3.50) | 5.25 | Thurs | Sun |
| B8 | 2 (3.50) | 4.0 | | |
| B7 | 2 (3.50) | 3.5 | Thurs | Sun |
| B6 | 2 (3.50) | 3.0 | | |
| B5 | 2 (3.50) | 2.5 | | |
| A3.5 | 1 (1.687) | 3.5 | Thurs | Sun |
| A3 | 1 (1.687) | 3.0 | | |
| A2.5 | 1 (1.687) | 2.5 | | |
| A1 | 1 (1.687) | 1.0 | | |

ROP Zone Modular Ad Sizes • Applicable Days of the week

County Zones:

Thursday & Sunday

- Essex
- Morris
- Union
- Somerset/Hunterdon
- Bergen/Hudson/Passaic/Sussex/Warren
- Middlesex/ Monmouth/Ocean