



## Advertising Contacts:

Name	Phone	Email
Retail Marketing Solutions	732.902.4372	marketing@njadvancemedia.com
Legal Advertising	732.902.4318	legalads@njadvancemedia.com
Obituaries	908.789.4789	obits@starledger.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  
 Thursday  
 Sunday



Reservation: 21 Days prior to publication date.  
 Delivery: 10 Days prior to publication date.

### PREPRINTED JACKET DEADLINES\*

Marketplace  
 Star-Ledger Extra  
 Comics



Reservation: 21 Days prior to publication date.  
 Camera Ready/Approved Ad: Due 14 Days prior to publication date.

\*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