



REPRESENTING
nj.com

The Times

Advertising Contacts, Deadlines & Print Specifications

Advertising Contacts:

Name	Position	Phone	Email
Joan Mason	Publisher & Advertising VP	609-989-5476	jmason@njadvancemedia.com
Nick Santise	Sales Manager	609-989-5457	nsantise@njadvancemedia.com
Jason Mathis	Traffic Coordinator	609-989-5490	jmathis@njadvancemedia.com

Advertising Deadlines:

ROP DEADLINES

For Insertion	Monday	Tuesday	Wednesday	Thursday	Friday**	Saturday	Sunday*
Space Reservations	5PM Thu.	5PM Fri.	5PM Mon.	5PM Tues.	5PM Wed.	5PM Thurs.	5PM Thu.
Camera Ready	12PM Fri.	12PM Mon.	12PM Tue.	12PM Wed.	12PM Thu.	12PM Fri.	12PM Fri.

CLASSIFIED DEADLINES

For Insertion	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Space Reservations	5PM Wed.	5PM Thu.	5PM Fri.	5PM Mon.	5PM Tue.	5PM Wed.	5PM Wed.

PRE-PRINTED INSERT DEADLINES

Sunday Health*: 5PM Wed., Camera Ready: 12PM Fri.
Friday Good Times:** 5PM Mon., Camera Ready: 12PM Thu

Times Weekender: 5PM Tue., 1 week prior, Camera Ready: 5PM Tue., 1 week prior
Alt*: 5PM Mon., Camera Ready: 12PM Thu.

Advertising Specifications:

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<p><u>Standard Page Size</u></p> <table border="0"> <tr> <td><i>Columns</i></td> <td><i>Inches Wide</i></td> <td rowspan="6"> { <i>Double Truck Sizes</i> 22.375" x 21" <i>Column Depth: 21"</i> </td> </tr> <tr> <td>1</td> <td>1.687"</td> </tr> <tr> <td>2</td> <td>3.5"</td> </tr> <tr> <td>3</td> <td>5.312"</td> </tr> <tr> <td>4</td> <td>7.125"</td> </tr> <tr> <td>5</td> <td>8.937"</td> </tr> <tr> <td>6</td> <td>10.75"</td> </tr> </table> <p><u>Tabloid Page Size</u></p> <table border="0"> <tr> <td><i>Columns</i></td> <td><i>Inches Wide</i></td> <td rowspan="6"> { <i>Double Truck Sizes</i> 21" x 10.5" <i>Column Depth: 10.5"</i> </td> </tr> <tr> <td>1</td> <td>1.687"</td> </tr> <tr> <td>2</td> <td>3.5"</td> </tr> <tr> <td>3</td> <td>5.312"</td> </tr> <tr> <td>4</td> <td>7.125"</td> </tr> <tr> <td>5</td> <td>8.937"</td> </tr> <tr> <td>6</td> <td>10.75"</td> </tr> </table> <p><i>Line Screen: 85 lines per inch.</i></p>		<i>Columns</i>	<i>Inches Wide</i>	{ <i>Double Truck Sizes</i> 22.375" x 21" <i>Column Depth: 21"</i>	1	1.687"	2	3.5"	3	5.312"	4	7.125"	5	8.937"	6	10.75"	<i>Columns</i>	<i>Inches Wide</i>	{ <i>Double Truck Sizes</i> 21" x 10.5" <i>Column Depth: 10.5"</i>	1	1.687"	2	3.5"	3	5.312"	4	7.125"	5	8.937"	6	10.75"	<p><u>Standard Page Size</u></p> <table border="0"> <tr> <td><i>Columns</i></td> <td><i>Inches Wide</i></td> <td rowspan="10"> { <i>Full Page</i> 10.75" x 21.25" <i>Double Truck Sizes</i> 22.375" x 21.25" <i>Column Depth:</i> 21.25"= 298 lines </td> </tr> <tr> <td>1</td> <td>1.0"</td> </tr> <tr> <td>2</td> <td>2.084"</td> </tr> <tr> <td>3</td> <td>3.167"</td> </tr> <tr> <td>4</td> <td>4.25"</td> </tr> <tr> <td>5</td> <td>5.334"</td> </tr> <tr> <td>6</td> <td>6.417"</td> </tr> <tr> <td>7</td> <td>7.5"</td> </tr> <tr> <td>8</td> <td>8.583"</td> </tr> <tr> <td>9</td> <td>9.667"</td> </tr> <tr> <td>10</td> <td>10.75"</td> </tr> </table> <p><i>Line Screen: 85 lines per inch.</i></p>		<i>Columns</i>	<i>Inches Wide</i>	{ <i>Full Page</i> 10.75" x 21.25" <i>Double Truck Sizes</i> 22.375" x 21.25" <i>Column Depth:</i> 21.25"= 298 lines	1	1.0"	2	2.084"	3	3.167"	4	4.25"	5	5.334"	6	6.417"	7	7.5"	8	8.583"	9	9.667"	10	10.75"
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