



## 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 <sup>†</sup>	Friday <sup>†</sup>	Saturday	Sunday <sup>†</sup>
Space and Copy	5PM Wed.	5PM Thurs.	5PM Fri.	5PM Mon.	5PM Tues.	5PM Wed.	5PM Wed.
Camera Ready	2PM Fri.	10AM Mon.	10AM Tue.	10AM Wed.	10AM Thurs.	10AM Fri.	2PM Fri.

  

<sup>†</sup> ROP SPECIALTY DEADLINES	Thursday Zone	Sunday Zone	Friday Ticket	Sunday Arts & Ent	Sun Perspective	Life & Culture
Space and Copy	5PM Mon.	5PM Wed.	12PM Tue.	12:30PM Mon.	5PM Wed. 11 Days Prior	12:30PM Mon.
Camera Ready	10AM Wed.	12PM Fri.	5PM Wed.	5PM Thurs.	5PM Thurs. 3 Days Prior	5PM Thurs.

### ROP 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

#### ROP 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.

#### ROP Automotive

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

### IN-COLUMN CLASSIFIED DEADLINES

For Insertion	Monday	Tuesday	Wednesday	Thursday <sup>†</sup>	Friday <sup>†</sup>	Saturday	Sunday <sup>†</sup>
Space and Copy	2:30PM Fri	12PM Mon.	12PM Tues	9:30AM Wed	9:30AM Thurs	8AM Fri	10:30AM Fri

  

REAL ESTATE	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Space and Copy	2:30PM Fri	12PM Mon.	9:30AM Tues	9:30AM Wed	12PM Thurs	9:30AM Fri	10AM Fri

  

CAREERS	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Space and Copy							12PM Fri

### 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\*

**Star-Ledger Extra**  
 Reservation: 5PM Fri. 21 Days prior to publication date.  
 Camera Ready/Approved Ad: 5PM Fri. 14 Days prior to publication date.

**Marketplace & Comics**  
 Reservation: 5PM Mon. 10 Days prior to publication date.  
 Camera Ready/Approved Ad: 5PM Tues. 9 Days prior to publication date.

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



## The Star-Ledger Advertising Specifications:

### ROP & CLASSIFIED ROP\*

#### STANDARD PAGE SIZE

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

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

#### TABLOID PAGE SIZE

Columns	Inches Wide	
1	1.687"	
2	3.5"	
3	5.312"	Double Truck Sizes
4	7.125"	21.25" x 10.5"
5	8.937"	Column Depth: 10.5"
6	10.75"	

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

### ROP MODULAR AD SIZES

#### ROP Full-Run Broadsheet Modular Ad Sizes

#### ROP Zone Modular Ad Sizes • Applicable Days of the week

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
1/4 Page Horiz	6 (10.75)	5.25	Thurs	Sun
1/8 Page Banner Ad	6 (10.75)	2.5		
1/2 Page Vert	3 (5.312)	21.00	Thurs	Sun
1/4 Page Vert	3 (5.312)	10.5	Thurs	Sun
1/8 Page Square	3 (5.312)	5.25	Thurs	Sun
1/16 Page Horiz	3 (5.312)	2.5		
1/6 Page Vert	2 (3.50)	10.5		
1/12 Page	2 (3.50)	5.25	Thurs	Sun
1/32 Page Square	2 (3.50)	2.5		
1/32 Page Vert	1 (1.687)	5.25	Thurs	Sun
1/64 Page	1 (1.687)	2.5		
Double Page	13 (22.38)	21.00		
Spadea Front	3 (5.312)	18.00		

#### County Zones:

#### Thursday & Sunday

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