



REPRESENTING

nj.com + **The Times**

Advertising Contacts, Deadlines & Print Specifications

Advertising Contacts:

Name	Position	Phone	Email
Anthony DeFillipo	Sales Director	609-989-5476	adefillipo@njadvancemedia.com
William Snook	Sales Manager	609-286-8958	wsnook@njadvancemedia.com

Advertising Deadlines:

ROP DEADLINES

For Insertion	Monday	Tuesday	Wednesday	Thursday	Friday**	Saturday	Sunday*
Space & Copy	5PM Wed.	5PM Thur.	5PM Fri.	5PM Mon.	5PM Tues.	5PM Wed.	5PM Wed.
Camera Ready	2PM Fri.	10AM Mon.	10AM Tue.	10AM Wed.	10AM Thu.	10AM Fri.	2PM Fri.

CLASSIFIED ROP COLUMN DEADLINES

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

CLASSIFIED IN-COLUMN DEADLINES

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
CLASSIFIEDS							
Space & Copy	3:30PM Fri.	2:30PM Mon.	2:30pm Tues.	2:30pm Wed.	1:30pm Thurs.	2pm Fri.	3:30pm Fri.
AUTO							
Space & Copy						2PM Fri.	2:30PM Fri.
HELP WANTED							
Space & Copy						2PM Fri.	3:30PM Fri.
REAL ESTATE							
Space & Copy						10:30AM Fri.	2:30PM Fri.

PRE-PRINTED INSERT DEADLINES

Sunday Health*: 5PM Wed., Camera Ready: 12PM Fri.

Friday Good Times:** 5PM Mon., Camera Ready: 10AM Thu

Times Weekender: 5PM Tue., 1 week prior, Camera Ready: 5PM Tue., 1 week prior

Alt*: 5PM Mon., Camera Ready: 12PM Thu.

ROP MODULAR AD SIZES

ROP Full-Run Broadsheet Modular Ad Sizes

Unit Name	Columns(Inches)	Depth in Inches
Full Page	6 (10.75)	21.25
1/2 Page Horiz	6 (10.75)	10.5
1/4 Page Horiz	6 (10.75)	5.25
1/8 Page Banner Ad	6 (10.75)	2.5
1/2 Page Vert	3 (5.312)	21.25
1/4 Page Vert	3 (5.312)	10.5
1/8 Page	3 (5.312)	5.25
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
1/24 Page Square	2 (3.50)	2.5
1/24 Page Vert	1 (1.687)	5.25
1/48 Page	1 (1.687)	2.5
Double Page	13 (22.38)	21.25
Spadea Front	3 (5.312)	18.00

Tabloid

Columns	Width (Inches)
1	1.589"
2	3.303"
3	5.017"
4	6.732"
5	8.446"
6	10.16"

Line Screen: 85 lines per inch.

Double Truck Sizes: 21" x 10.5"

Column Depth: 10.5"

Line Screen: 85 lines per inch • **Column Depth:** 21.25"

Double Truck Sizes: 22.375" x 21.25"