



REPRESENTING
nj.com

Central Region Contacts, Deadlines & Print Specifications

Hunterdon County Democrat, Sunday Democrat, Hunterdon Observer, Ledger Somerset Observer, Suburban News, The Warren Reporter, Ledger Local

Advertising Contacts:

| Name | Position | Phone | Email |
|-------------|---------------------------|--------------|----------------------------|
| Lori Becker | Sales Manager - West Team | 908-752-2737 | lbecker@njadvancemedia.com |
| Sharm Shade | Sales Manager - East Team | 908-894-8673 | sshade@njadvancemedia.com |

Advertising Deadlines:

ROP & CLASSIFIED

| Publications B=Broadsheet T=Tab | PUB DAY | ROP DISPLAY | | CLASSIFIED DISPLAY | | CLASSIFIED IN-COLUMN |
|---|--------------------------|--------------------------------------|-------------------------------------|----------------------------------|-------------------------------------|--|
| | | Space & Copy (Prior Week) | Camera Ready | Space & Copy (Prior Week) | Camera Ready | Space & Copy (Prior Week) |
| SOMERSET COUNTY Ledger Somerset Observer (T) | Thurs. | 5 PM Thurs | 4 PM Fri | 5 PM Fri | 2 PM Mon | 2:30 PM Mon |
| WARREN COUNTY The Warren Reporter (B) The Star-Gazette (B) | Fri. Fri. | 5 PM Thurs 5 PM Thurs | 12 PM Tues 12 PM Tues | 5 PM Fri 5 PM Fri | 5 PM Tues 5 PM Tues | 11:30 AM Tues 11:30 AM Tues |
| HUNTERDON COUNTY Hunterdon Observer (T) Hunterdon County Democrat (B) Sunday Democrat (B) | Thurs. Thurs. Sun. | 5 PM Thurs 5 PM Thurs 5 PM Wed | 4 PM Fri 12 PM Tues 10 AM Fri | 5 PM Fri 5 PM Fri 5 PM Fri | 5 PM Tues 5 PM Tues 5 PM Tues | 2:30 PM Mon 2:30 PM Mon 3 PM Fri |
| UNION COUNTY Ledger Local (B) Suburban News (T) | Thurs. Wed. | 5 PM Thurs 5 PM Thurs | 12 PM Mon 12 PM Mon | 5 PM Thurs 5 PM Thurs | 5 PM Mon 5PM Mon | 12:30 PM Mon 12:30 PM Mon |

Advertising Specifications:

ROP MODULAR ADS, TABLOID, SPECIAL SECTIONS & CLASSIFIED SIZES

ROP Full-Run Broadsheet Modular Ad Sizes

| Unit Name | Columns(Inches) | Sun. Democrat (Col.) | Depth in Inches |
|-----------------------|-----------------|----------------------|-----------------|
| Full Page | 6 (10.75) | 6 (10.873) | 20.75 |
| 1/2 Page Horiz | 6 (10.75) | 6 (10.873) | 10.5 |
| 1/4 Page Horiz | 6 (10.75) | 6 (10.873) | 5.0 |
| 1/8 Page Banner Ad | 6 (10.75) | 6 (10.873) | 2.0 |
| 1/2 Page Vert | 3 (5.312) | 3 (5.374) | 20.75 |
| 1/4 Page Vert | 3 (5.312) | 3 (5.374) | 10.5 |
| 1/8 Page Square | 3 (5.312) | 3 (5.374) | 5.0 |
| 1/16 Page Horiz | 3 (5.312) | 3 (5.374) | 2.0 |
| 1/6 Page Vert | 2 (3.50) | 2 (3.541) | 10.5 |
| 1/12 Page | 2 (3.50) | 2 (3.541) | 5.0 |
| 1/24 Page Square | 2 (3.50) | 2 (3.541) | 2.5 |
| 1/24 Page Vert | 1 (1.687) | 1 (1.708) | 5.0 |
| 1/48 Page | 1 (1.687) | 1 (1.708) | 2.5 |
| Double Page | 12 (22.25) | 12 (22.63) | 20.75 |
| Spadea Pg 1 | 3 (5.312) | NA | 17.25 |
| Spadea Pg 2 | 3 (5.312) | NA | 21.0 |
| Spadea Pg 3 & 4 | 6 (10.75) | NA | 1.0 |
| HCD Front Page Banner | 5 (8.937) | NA | 2.0 |

Tabloid

| Columns (Inches) | Depth in Inches |
|------------------|-----------------|
| 5 (9.90) | 10.5 |
| 5 (9.90) | 5 |
| 5 (9.90) | 3 |
| 5 (9.90) | 2 |
| 4 (7.895) | 10.5 |
| 4 (7.895) | 7 |
| 4 (7.895) | 5.25 |
| 3 (5.890) | 10.5 |
| 3 (5.890) | 8 |
| 3 (5.890) | 5 |
| 3 (5.890) | 4 |
| 3 (5.890) | 3 |
| 2 (3.885) | 10.75 |
| 2 (3.885) | 7 |
| 2 (3.885) | 5 |
| 2 (3.885) | 4 |
| 2 (3.885) | 3 |
| 2 (3.885) | 2 |
| 1 (1.880) | 10.5 |
| 1 (1.880) | 7 |
| 1 (1.880) | 5 |
| 1 (1.880) | 4 |

Tabloid Special Sections & Classified

| Columns (Inches) | Depth in Inches |
|------------------|-----------------|
| 6 (10.117) | 10.5 |
| 6 (10.117) | 5 |
| 6 (10.117) | 3 |
| 6 (10.117) | 2 |
| 5 (8.410) | 10.5 |
| 5 (8.410) | 5 |
| 5 (8.410) | 3 |
| 5 (8.410) | 2 |
| 4 (6.703) | 10.5 |
| 4 (6.703) | 7 |
| 4 (6.703) | 5.25 |
| 3 (4.996) | 10.5 |
| 3 (4.996) | 8 |
| 3 (4.996) | 5 |
| 3 (4.996) | 4 |
| 3 (4.996) | 3 |
| 2 (3.289) | 10.75 |
| 2 (3.289) | 7 |
| 2 (3.289) | 5 |
| 2 (3.289) | 4 |
| 2 (3.289) | 3 |
| 2 (3.289) | 2 |
| 1 (1.582) | 10.5 |
| 1 (1.582) | 7 |
| 1 (1.582) | 5 |
| 1 (1.582) | 4 |

Tabloid Double Truck
5 Column: 21.12" W x 10.5" D
6 Column: 22.25" W x 10.5" D