



REPRESENTING
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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
Timothy Drummond	Sales Director	732-618-4392	tdrummond@njadvancemedia.com
Jim Wiegers	Sales Director	813-727-4329	jwiegers@lehighvalleylive.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.	12 PM Thurs 12 PM Thurs	10 AM Mon 10 AM Mon	12 PM Thurs 12 PM Thurs	5 PM Fri 5 PM Fri	5 PM Fri 5 PM Fri

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