

DISPLAY AD ZONES

LOCALSOURCE.COM

ESSEX COUNTY NORTH ZONES

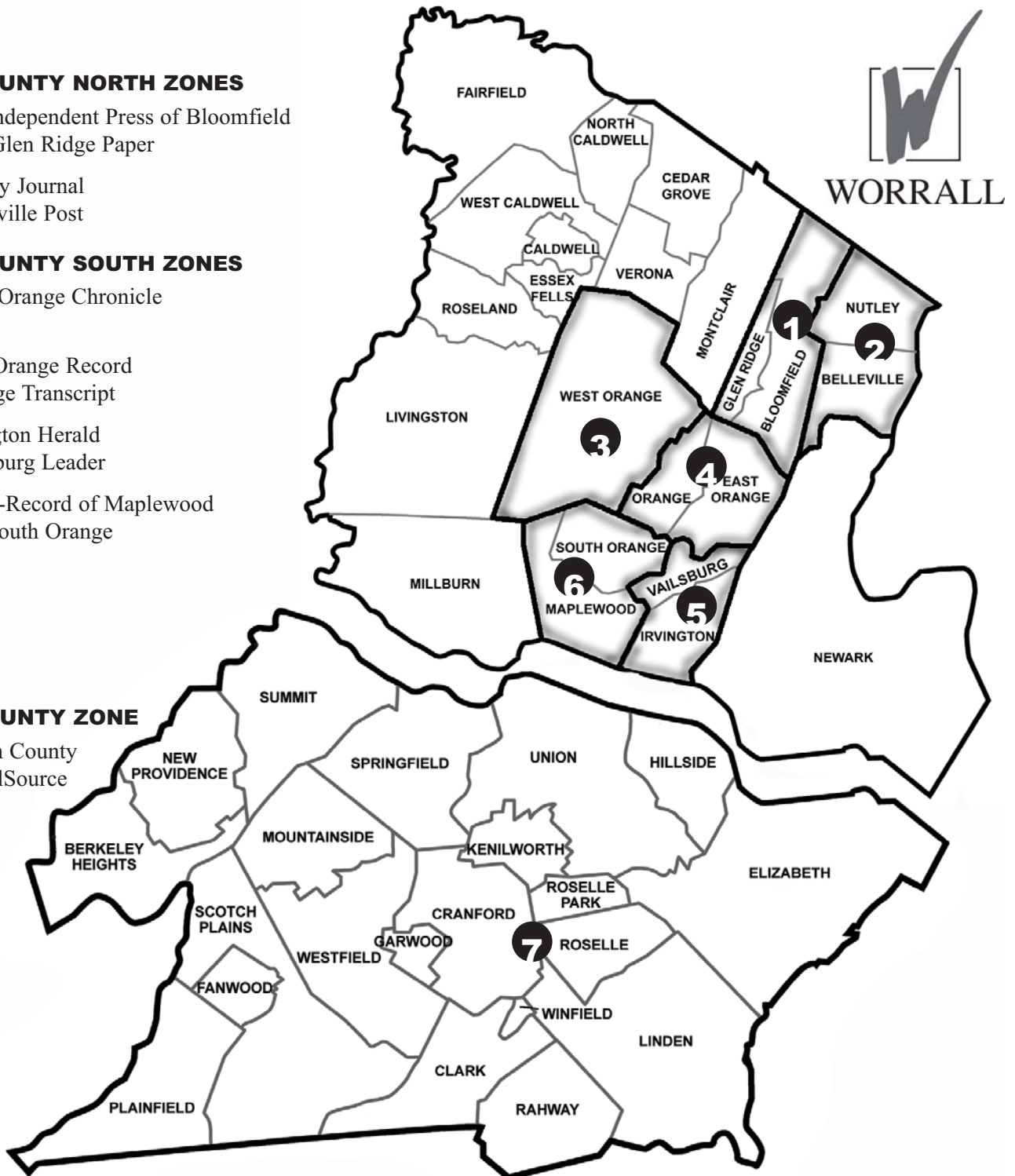
- 1 • The Independent Press of Bloomfield
• The Glen Ridge Paper
- 2 • Nutley Journal
• Belleville Post

ESSEX COUNTY SOUTH ZONES

- 3 • West Orange Chronicle
- 4 • East Orange Record
• Orange Transcript
- 5 • Irvington Herald
• Vailsburg Leader
- 6 • News-Record of Maplewood
and South Orange

UNION COUNTY ZONE

- 7 • Union County
LocalSource



COMBINATION MEDIA AGREEMENT

Through a special arrangement, your Worrall sales representative can also place your advertisement in the following newspapers reaching additional markets:

- **West Essex Tribune** serving Livingston

WORRALL Community Newspapers

(908) 686-7700

Fax: 908-686-4169

Email: ads@thelocalsource.com

1291 Stuyvesant Ave. • P.O. Box 1596 • Union, NJ 07083

Worrall Community Newspapers, Inc. ESSEX COUNTY Rates & Deadlines

RETAIL RATES - ESSEX COUNTY

	OPEN RATE NO CONTRACT	60" 4X	120" 8X	250" 12X	500" 26X	1000" 39X	1500" 52X	ADD-ON RATE
NEWS-RECORD of Maplewood & South Orange	18.50	16.65	15.75	14.80	12.95	12.05	11.10	11.35
WEST ORANGE CHRONICLE	18.50	16.65	15.75	14.80	12.95	12.05	11.10	11.35
EAST ORANGE RECORD ORANGE TRANSCRIPT	15.00	13.50	12.75	12.00	10.50	9.75	9.00	9.20
IRVINGTON HERALD VAILSBURG LEADER	15.00	13.50	12.75	12.00	10.50	9.75	9.00	9.20
THE INDEPENDENT PRESS THE GLEN RIDGE PAPER	18.50	16.65	15.75	14.80	12.95	12.05	11.10	11.35
NUTLEY JOURNAL BELLEVILLE POST	16.50	14.85	14.05	13.20	11.55	10.75	9.90	10.15
Full Run-All Six Zones Ten Essex County Newspapers	51.30	46.15	43.60	41.05	35.90	33.35	30.80	

All ads will be posted online at www.localsource.com
\$3.00 per insertion

- **Effective January 1, 2009**
- **Open Rates are Agency Commissionable**
- **All Contract Rates are Net**
- **All Rates are per Column Inch**

MECHANICAL REQUIREMENTS

6 columns x 20 3/4 inch broadsheet / 124 1/2 inch full page
Ads exceeding 19 inches in depth will be billed for full column depth (21 inches) ads in half inch increments only.
E-mails or ads on disk: **ADOBE ACROBAT PDF ONLY**
IF AD IS COLOR - PLATES MUST BE SEPARATED

1 col.....	1 7/8"	4 cols.....	7 7/8"
2 cols.....	3 7/8"	5 cols.....	9 7/8"
3 cols.....	5 7/8"	6 cols.....	11 7/8"

Full process color or spot per newspaper
or county section \$300 (net)

DEADLINES

SPACE RESERVATION	AD COPY
Friday, 5:00 PM	Monday, 12:00 PM

PREPRINT INSERT RATES (NET)

INSERTS WITHIN 12 MONTHS	COST PER THOUSAND UP TO 20 PAGE TAB	24-36 PAGE TAB
1X	\$60.00	\$70.00
13X	55.00	65.00
26X	50.00	55.00
52X	45.00	50.00

Add \$20.00 Per Thousand For Hand Insertion. \$150.00 Delivery Charge

WORRALL COMMUNITY NEWSPAPERS

Serving our readers in 24 communities in Essex & Union counties

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www.localsource.com • E-mail for Advertising: ads@thelocalsource.com
Email for press releases, editorial or photos: editorial@thelocalsource.com

Sizes	Open	60" 4x	120" 8x	250" 12x	500" 26x	1000" 39x	1500" 52X	Total Column Inches	4-Color ADD ON (Net)
5 columns x 12.5"	\$1,925	\$1,830	\$1,735	\$1,590	\$1,445	\$1,205	\$ 965	62.5	\$ 300
5 columns x 10"	\$1,605	\$1,525	\$1,445	\$1,325	\$1,205	\$1,005	\$ 805	50	\$ 300
5 columns x 8"	\$1,285	\$1,220	\$1,155	\$1,060	\$ 965	\$ 805	\$ 645	40	\$ 300
3 columns x 12.5"	\$1,205	\$1,145	\$1,085	\$ 995	\$ 905	\$ 755	\$ 605	37.5	\$ 300
3 columns x 10"	\$ 965	\$ 915	\$ 870	\$ 795	\$ 725	\$ 605	\$ 485	30	\$ 300
5 columns x 6"	\$ 965	\$ 915	\$ 870	\$ 795	\$ 725	\$ 605	\$ 485	30	\$ 300
2 columns x 12.5"	\$ 775	\$ 735	\$ 695	\$ 640	\$ 580	\$ 485	\$ 390	25	\$ 200
4 columns x 6"	\$ 775	\$ 735	\$ 695	\$ 640	\$ 580	\$ 485	\$ 390	24	\$ 200
3 columns x 8"	\$ 775	\$ 735	\$ 695	\$ 640	\$ 580	\$ 485	\$ 390	24	\$ 200
5 columns x 4"	\$ 645	\$ 615	\$ 580	\$ 535	\$ 485	\$ 405	\$ 325	20	\$ 200
2 columns x 10"	\$ 645	\$ 615	\$ 580	\$ 535	\$ 485	\$ 405	\$ 325	20	\$ 200
3 columns x 6"	\$ 580	\$ 550	\$ 525	\$ 480	\$ 435	\$ 365	\$ 295	18	\$ 200
4 columns x 4"	\$ 515	\$ 490	\$ 465	\$ 425	\$ 390	\$ 325	\$ 260	16	\$ 200
2 columns x 8"	\$ 515	\$ 490	\$ 465	\$ 425	\$ 390	\$ 325	\$ 260	16	\$ 200
1 column x 12.5"	\$ 390	\$ 370	\$ 350	\$ 320	\$ 295	\$ 245	\$ 200	12.5	\$ 100
3 columns x 4"	\$ 390	\$ 370	\$ 350	\$ 320	\$ 295	\$ 245	\$ 200	12	\$ 100
2 columns x 6"	\$ 390	\$ 370	\$ 350	\$ 320	\$ 295	\$ 245	\$ 200	12	\$ 100
5 columns x 2"	\$ 325	\$ 310	\$ 295	\$ 270	\$ 245	\$ 205	\$ 165	10	\$ 100
2 columns x 4"	\$ 260	\$ 250	\$ 235	\$ 215	\$ 195	\$ 165	\$ 135	8	\$ 100
3 columns x 2"	\$ 195	\$ 185	\$ 175	\$ 165	\$ 150	\$ 125	\$ 100	6	\$ 50
1 columns x 6"	\$ 195	\$ 185	\$ 175	\$ 165	\$ 150	\$ 125	\$ 100	6	\$ 50
2 columns x 2"	\$ 130	\$ 125	\$ 120	\$ 110	\$ 100	\$ 85	\$ 65	4	\$ 50
1 column x 4"	\$ 130	\$ 125	\$ 120	\$ 110	\$ 100	\$ 85	\$ 65	4	\$ 50
1 column x 2"	\$ 70	\$ 65	\$ 60	\$ 55	\$ 50	\$ 45	\$ 35	2	\$ 50
PREMIUM POSITIONS									
Front Page Reader (4-color) 4 7/8" x 1.5"	\$ 195	\$ 190	\$ 185	\$ 175	\$ 165	\$ 145	\$ 125		Included
Back Page (4-color) 5 columns x 12.5"	\$2,705	\$2,585	\$2,470	\$2,290	\$2,105	\$1,805	\$1,505		Included
Page 2 Full Page 5 columns x 12.5	\$2,405	\$2,285	\$2,170	\$1,990	\$1,805	\$1,505	\$1,205		\$ 300
Strip Ad Page 3, County, Arts, Sports 5 column x 4"	\$ 805	\$ 770	\$ 725	\$ 670	\$ 605	\$ 505	\$ 405		\$ 200
Editorial Page Strip Ad 2 column x 12.5"	\$ 805	\$ 770	\$ 725	\$ 670	\$ 605	\$ 505	\$ 405		\$ 200

Worrall Community Newspapers, Inc. UNION COUNTY Rates & Deadlines

MECHANICAL REQUIREMENTS

5 columns x 12.50 inches height / 62.5 inches full page
 Ads exceeding 11.50 inches in depth will be billed for
 full column depth (12.5 inches).

E-mails or ads on disk: **ADOBE ACROBAT PDF ONLY**
IF AD IS COLOR - PLATES MUST BE SEPARATED

1 col.....	1.875"	4 cols.....	7.875"
2 cols.....	3.875"	5 cols.....	9.875"
3 cols.....	5.875"		

All Rates Effective June 1, 2008
 All ads will be posted online
 at www.localsource.com

- Open Rates are Agency Commissionable
- All Contract Rates are Net

DEADLINES

PROOFS Minimum of 10" Ad Copy Deadline	AD SPACE	AD COPY	PROOF RETURN
Friday, 5:00 PM	Monday, 12:00 PM	Monday, 5:00 PM	Monday, 5:00 PM

PREPRINT INSERT RATES (NET)

INSERTS WITHIN 12 MONTHS	COST PER THOUSAND UP TO 20 PAGE TAB	24-36 PAGE TAB
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