



New Jersey Press Association

# 2x2 Display Advertising Network

Perfect for...

- Announcements
- Antique Shows
- Auctions
- Business Opportunities
- Entertainment
- Festivals & Fairs
- Financial Services
- Health Benefit Plans
- Home Improvement
- Investment Services
- Law Firms
- Real Estate
- Resort Property
- Schools
- Shopping Destinations
- Shows & Concerts
- Special Events
- Tours
- Training Programs
- Vacation Rentals
- Websites
- and much more!

## Affordable. Easy. Effective!

### Statewide display advertising...

- Appears in 74 weekly newspapers with statewide circulation of nearly 1 million
- Reaches 2 million+ readers in New Jersey
- All with just 1 phone call.



Recent 2x2 ads placed by NJPA



There's never been a smarter, more cost-effective way to advertise statewide. Our 2x2 program makes it easy to place your small-space display ad (3.792" w x 2" h).

## Reach audiences nationwide too!

We can place your ad in similar networks throughout the country. Call us for details.



New Jersey Press Association  
 P.O. Box 358  
 Titusville, NJ 08560  
 Peggy Arbitell - 609-406-0600 ext. 14 - parbitell@njpa.org  
 www.njpa.org



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# 2x2 Display Advertising Network

## Acceptance Guidelines

Ads for the 2x2 Network shall consist of a clear statement of a bonafide offer, proposition or announcement made in good faith. NJPA may request documentation prior to publication for any questionable statements in advertisements. NJPA and its 2x2 Network participating newspapers retain the exclusive right, at their sole discretion, to refuse any advertising that does not conform to their policies and standards. A maximum of ten ads per week will be distributed to participating newspapers.

NJPA retains the exclusive right, at its sole discretion, to set the publication schedule of all ads. Neither NJPA nor its member newspapers shall be liable for slight changes or errors that do not diminish the value of the advertisement, except to give the advertiser credit for the amount of space in the advertisement that is materially affected by the error. Credit shall be by refund or republication of the ad, at the election of NJPA or the newspaper. Credit shall not be given for more than one incorrect insertion unless the publisher is notified in writing of the error before repetition of the incorrect advertisement.

NJPA guarantees the ads will be distributed to all participating newspapers. NJPA will convey advertisers' requests for specific section placement; however, positioning cannot be guaranteed. Placement within the newspapers is at the discretion of each individual newspaper. NJPA will provide the advertiser, upon request, one tearsheet from one participating newspaper. The number of participating newspapers is subject to change weekly.

## Ad Rates

Ads appear in participating New Jersey newspapers.

### NJ Statewide 2x2

**\$1,400** NET  
total cost per week

### NJ Regional 2x2

North \$1,198 net, per week  
South \$420 net, per week

### 2x2 Contracts for NJ Statewide

1 time ..... \$1,400 net  
2 times ..... \$1,260 net  
3 times ..... \$1,190 net  
4 times ..... \$1,050 net  
per week

### NJ Statewide 2x4

Limited availability

**\$2,800** net, per week

## Order Form

Fill in this form and send it, along with your ad copy and payment, to NJPA at the address below. Ad placement requires prepayment.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Company \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Run dates (week of) \_\_\_\_\_

Include these other states\* \_\_\_\_\_

Number of insertions \_\_\_\_\_

Price per week \$ \_\_\_\_\_

Total cost \$ \_\_\_\_\_

Method of payment:  Check enclosed  VISA  MasterCard  American Express

Credit card number \_\_\_\_\_ Exp. date \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

Billing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

\*see separate rate sheet



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## Participating NJ Weekly Newspapers

### Northern Region - 55 Newspapers

#### Bergen County

Community News  
The Glen Rock Gazette  
Northern Valley Suburbanite  
Pascack Valley Community Life  
The Ridgewood News  
South Bergenite  
Town Journal  
Town News  
Twin-Boro News

#### Essex County

Belleville Times  
Bloomfield Life  
The Glen Ridge Paper  
Glen Ridge Voice  
The Independent Press  
Irvington Herald  
The Item of Millburn and Short Hills  
The Montclair Times  
News-Record of Maplewood & South Orange  
Nutley Sun  
Record-Transcript  
The Progress  
Vailsburg Leader  
Verona-Cedar Grove Times  
The West Essex Tribune  
West Orange Chronicle

#### Hunterdon County

Hunterdon County Democrat  
Hunterdon Observer  
Hunterdon Review

#### Monmouth County

The Coaster

#### Morris County

The Chatham Courier  
The Citizen of Morris County  
Florham Park Eagle  
Hanover Eagle  
The Madison Eagle  
Morris NewsBee  
Mount Olive Chronicle  
Neighbor News  
New Jersey Jewish News  
Observer-Tribune  
The Randolph Reporter  
Roxbury Register

#### Ocean County

The SandPaper

#### Passaic County

Clifton Journal  
The Gazette  
Passaic Valley Today  
Suburban Trends  
Wayne Today

#### Somerset County

Bernardsville News  
Echoes-Sentinel  
Ledger Somerset Observer

#### Union County

Ledger Local  
Suburban News  
Union County Local Source

#### Warren County

The Star-Gazette  
The Warren Reporter

Total Circulation for  
Northern Region  
648,361

### Southern Region - 19 Newspapers

#### Atlantic County

Atlantic City Weekly  
Brigantine Beachcomber  
The Current of Absecon/  
Pleasantville  
The Current of Downbeach  
The Current of Egg Harbor Twp  
The Current of Galloway  
The Current of Hamilton/  
Egg Harbor City  
The Current of Linwood/Northfield/  
Somers Point  
The Sentinel of Somers Point,  
Linwood and Northfield

#### Burlington County

The Central Record

#### Camden County

The Retrospect

#### Cape May County

Cape May County Herald  
The Cape May Gazette  
Cape May Star & Wave  
The Middle Township Gazette  
The Ocean City Gazette  
Ocean City Sentinel  
The Upper Township Gazette  
The Wildwood Leader

Total Circulation for  
Southern Region  
198,833

74  
Weekly  
Newspapers  
Total Circulation  
847,194



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