Perfect for...
- Adoption
- Announcements
- Auctions
- Building Materials
- Business Opportunities
- Community Events
- Employment
- Financial Services
- Horses
- Miscellaneous for Sale
- Mobile Homes
- Notices
- Pets/Supplies
- Recreational Vehicles
- Real Estate
- Resort Property
- Schools
- Training Programs
- Vacation Rentals
- and much more!

Affordable. Easy. Effective!

Imagine your classified ad…

- Appearing in 98 daily and weekly newspapers with statewide circulation of 1 million+
- Reaching 2 million+ readers in New Jersey
- All with just 1 phone call.

There’s never been a smarter, more cost-effective way to advertise statewide. SCAN makes it easy to place your 25-word ad.

Reach audiences nationwide too!

We can place your ad in similar networks throughout the country. Call us for details.
## Participating NJ Daily & Weekly Newspapers

### Northern Region - 72 Newspapers

- **Bergen County**
  - The Record (D)
  - Community News
  - The Glen Rock Gazette
  - Northern Valley Suburbanite
  - Passaic Valley Community Life
  - The Ridgewood News
  - South Bergenite
  - Town Journal
  - Town News
  - Twin-Boro News

- **Morris County**
  - The Daily Record (D)
  - The Citizen of Morris County
  - Florham Park Eagle
  - Hanover Eagle
  - The Madison Eagle
  - Morris NewsBee
  - Mount Olive Chronicle
  - Neighbors News
  - Observer-Tribune
  - Parsippany Life
  - The Chatham Courier
  - The Randolph Reporter
  - Roxbury Register

- **Ocean County**
  - Beach Haven Times
  - The Beacon
  - The SandPaper

- **Passaic County**
  - Herald News (D)
  - Clifton Journal
  - The Gazette
  - Passaic Valley Today
  - Suburban Trends
  - Wayne Today

- **Somerset County**
  - Courier News (D)
  - Bernardsville News
  - Echoes-Sentinel
  - Ledger Somerset Observer

- **Sussex County**
  - New Jersey Herald (D)

### Union County
- Ledger Local
- Suburban News
- Union County Local Source
- The Westfield Leader/Scotch Plains
- Fanwood Times

### Warren County
- The Star-Gazette
- The Warren Reporter

#### Total Circulation for Northern Region
736,985

### Southern Region - 25 Newspapers

- **Atlantic County**
  - The Press of Atlantic City (D)
  - Atlantic City Weekly
  - Atlantic County Record
  - The Current of Absecon/Pleasantville
  - The Current of Downbeach
  - The Current of Egg Harbor Twp
  - The Current of Galloway
  - TheCurrentofHamilton/EggHarborCity
  - The Current of Linwood/Northfield/Somers Pt
  - Egg Harbor News
  - The Hammonton News
  - The Mainland Journal
  - The Sentinel of Somers Point, Linwood and Northfield

- **Burlington County**
  - Burlington County Times (D)
  - The Central Record

- **Camden County**
  - The Courier-Post (D)

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

- **Cumberland County**
  - The Daily Journal (D)

- **Gloucester County**
  - South Jersey Times (D)

#### Total Circulation for Southern Region
258,947

**98 Daily & Weekly Newspapers**

**Total Circulation**

1,000,932

(D) = Daily papers may circulate in multiple counties but are listed here under county of origin.

Ads also appear on websites of some participating newspapers.
Advertising Guidelines
Ad text is formatted according to each newspaper’s standard style. Positioning within the classified sections is up to each newspaper. Ad copy and payment are required by noon Wednesday for publication the following week.

Deadline/Publication
Ad copy and payment must be received by NJPA by noon on Wednesday prior to the week you wish your ad to be published. Your ad will run one time in each newspaper during your selected week. Each daily newspaper will determine the weekday of publication. Ads for weeklies will run the day they publish on the week you specify. We guarantee your ad will run in at least 90 percent of the newspapers, except for “work at home” and 900 number ads. Your ad also will appear on the NJPA website, www.njpa.org.

Standards of Acceptance
NJPA reserves the right to edit all copy submitted and reject anything not in compliance with state or federal regulations, in poor taste, offensive, false, misleading or deceptive. Adoption advertising must be accompanied by a letter from an attorney attesting to the legality of the proposed adoption. Employment advertising must be for a bona fide job offering and must state the nature of the work offered. “Work at home” ads and ads that sell directories, job listings or instruction books must state what the customer will be receiving and that a fee is involved.

Word Count
Phone numbers, including area code, count as one word. Hyphenated words, e.g., part-time, count as two words. City, state, and zip code each count as one word. Web addresses count as one word.

Ad Rates
Ads appear in participating New Jersey newspapers and on the NJPA website.

**New!**
Introducing SHORT-SCAN
15 words for $430 NET*

<table>
<thead>
<tr>
<th>NJ Statewide</th>
<th>NJ Regional Buys</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$560 NET</strong> for up to 25 words*</td>
<td>North .......... $445 net</td>
<td></td>
</tr>
<tr>
<td>*Each additional word: $14 net</td>
<td>South .......... $195 net</td>
<td>for up to 25 words*</td>
</tr>
</tbody>
</table>

**Buy 4 weeks, get 5th week FREE.**

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) _____________________________________________________________

Number of insertions __________

Include these other states* ____________________________________________________

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

New Jersey Press Association
P.O. Box 358
Titusville, NJ 08560
Peggy S. Arbitell: (609) 359-7381 - parbitell@njpa.org - www.njpa.org

New Jersey Press Association
Statewide Classified Advertising Network

NJ PA