

INPRINT 2011 Advertising Rate Card

New Jersey Press Association



Why Advertise in InPrint?

It's a tremendous way to reach key executives at New Jersey newspapers. Published five times a year, it is read by more than 1,300 publishers, editors, advertising directors, circulation managers and the heads of business, finance, production and operations departments.

InPrint is read by decision makers at all 18 major New Jersey dailies and 3 out-of-state dailies — *The New York Times*, *The Philadelphia Inquirer* and *The Express Times* (Easton, Pa.) — and at more than 150 New Jersey weekly papers.

InPrint is also mailed to 55 associate members of NJPA, including state associations like the New Jersey Education Association, the New Jersey Hospital Association and the Insurance Council of New Jersey. More than 70 national, regional and state media organizations in the United States and Canada also receive *InPrint*.

If you have a message you want to convey to influential media people in New Jersey and beyond, advertise in *InPrint*. It's easy and cost-effective.

ROP DISPLAY ADVERTISING

Open Rate: \$6.25 per column inch

Frequency Discounts:

3 times 10% discount
5 times 20% discount

Color Charges:

process color \$300
spot color \$100 per color

ROP Column Widths:

1 1.875" 11p3
2 3.875" 23p3
3 5.875" 35p3
4 7.875" 47p3
5 9.875" 59p3

Ad Depths:

min. 2" 12p0
max. 12.375" 74p3

CLASSIFIED DISPLAY ADVERTISING

Open Rate: \$5.50 per column inch

Frequency Discounts:

3 times 10% discount
5 times 20% discount

Color Charges:

process color \$300
spot color \$100 per color

Classified Display Column Widths:

1 1.5417" 9p3
2 3.2083" 19p3
3 4.875" 29p3
4 6.5417" 39p3
5 8.2083" 49p3
6 9.875" 59p3

Ad Depths:

min. 2" 12p0
max. 12.375" 74p3

CLASSIFIED IN-COLUMN ADVERTISING

Rate: \$40 for 1 month in *InPrint* and 3 months on NJPA's website, www.njpa.org.

No frequency discount.

Ad Size: 150 words or less. Additional words: \$1 each

BUSINESS CARD ADVERTISING

Rate: \$65 per month, or

\$250 per year for 5 consecutive insertions

Ad Dimensions:

width 3.2083" 19p3
depth 1.8333" 11p0

Or send us your business card and we will reprint it at approximately 91% of its original size.

ADVERTISING DEADLINES

Spring • February 28 Fall • September 12
Summer • May 9 Winter • January 2
Annual Report • October 31

Submit Ads

Display Ads PDFs preferred. Use exact ad space, not page size. Embed all fonts.
In-Column Ads Text in body of email, or as Microsoft Word attachment.

Email to *InPrint* editor:

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Questions: (609) 406-0600, ext. 17