



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 37 weekly newspapers with statewide circulation of over 200,000
- Reaches approx. 1/2 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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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

NJ Statewide 2x4

Limited availability

\$2,800 net, per week
1 time \$2,800 net
2 times \$2,520 net
3 times \$2,380 net
4 times \$2,100 net

NJ Regional 2x4

North \$1,848 net, per week
South \$552 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 _____

Phone _____ Email _____

Run dates (week of) _____

Include these other states* _____

Method of payment: _____ Pay by Check _____ Pay by credit card*

Number of insertions	_____
Price per week	\$ _____
Total cost	\$ _____



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Participating NJ Weekly Newspapers

Northern Region • 29 Newspapers

Bergen County

Community News
The Glen Rock Gazette
Gold Coast Life
Hackensack Chronicle
Northern Valley Suburbanite
Pascack Valley Community Life
The Ridgewood News
South Bergenite
Suburban News
Town Journal
Town News
Twin-Boro News

Essex County

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

Passaic County

Clifton Journal
The Gazette
Passaic Valley Today
Suburban Trends
Wayne Today

Union County

Union County Local Source

Southern Region • 8 Newspapers

Atlantic County

At The Shore
The Current of Linwood/Northfield/
Somers Point

Camden County

The Retrospect

Cape May County

Cape May County Herald
Cape May Star & Wave
Ocean City Sentinel

Monmouth County

The Coaster

Ocean County

The SandPaper



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