

New Jersey Press Association

# Statewide Classified Advertising Network



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 72 daily and weekly newspapers with statewide circulation of 729,000+
- Reaching 1million+ 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.

# NJPA

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



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## Participating NJ Daily & Weekly Newspapers

### Northern Region - 55 Newspapers

#### Bergen County

The Record (D)  
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  
Montclair Local  
News-Record of Maplewood  
& South Orange  
Nutley Sun  
Record-Transcript  
The Progress  
Verona-Cedar Grove Times  
West Orange Chronicle

#### Hunterdon County

Hunterdon County Democrat  
Hunterdon Observer  
Hunterdon Review

#### Middlesex County

Home News Tribune (D)  
South Plainfield Observer

#### Morris County

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

#### 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

#### Sussex County

New Jersey Herald (D)

#### Union County

Union County Local Source  
The Westfield Leader/Union  
County Hawk

#### Warren County

The Express-Times (D)  
The Warren Reporter

**Total Circulation for  
Northern Region**  
592,478+

### Southern Region - 17 Newspapers

#### Atlantic County

The Press of Atlantic City (D)  
Atlantic City Weekly  
The Current of Linwood/Northfield/  
Somers Pt  
The Sentinel of Somers Point,  
Linwood and Northfield

#### Burlington County

Burlington County Times (D)

#### Camden County

The Courier-Post (D)

#### Cape May County

Cape May County Herald  
Cape May Star & Wave  
The Ocean City Sentinel  
The Upper Township Sentinel

#### Cumberland County

The Daily Journal (D)

#### Gloucester County

South Jersey Times (D)

#### Monmouth County

Asbury Park Press (D)  
The Coaster

#### Ocean County

Beach Haven Times  
The Beacon  
The SandPaper

**Total Circulation for  
Southern Region**  
135,905+

**72**  
Daily & Weekly  
Newspapers  
Circulation  
**729,000+**

(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.

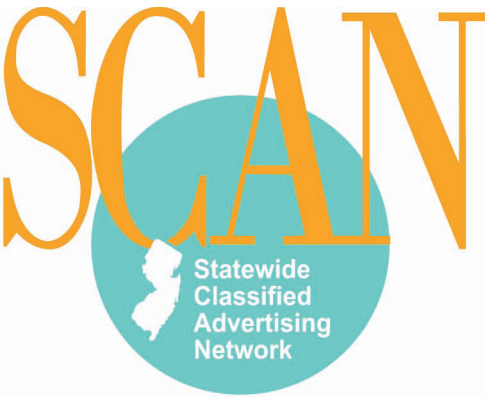


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## Advertising Guidelines

Ad text is formatted according to each newspaper's standard style. Positioning within the classified section is up to each newspaper. Ad copy and pre-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](http://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, i.e. part-time, count as two words. City, state and zip code each count as one word each. Web addresses count as one word.

## Ad Rates

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

### NJ Statewide

**\$560** NET  
for up to 25 words\*

\*Each additional word: \$14 net

### NJ Regional Buys

North ..... \$445 net  
South ..... \$195 net  
for up to 25 words\*

### New!

Introducing  
**SHORT-SCAN**  
15 words for  
**\$430** NET\*

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 \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

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

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

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

Method of payment: \_\_\_\_\_ Mail Check \_\_\_\_\_ Pay with Credit card\*

\*If you choose to pay with credit card, we will email you an invoice through our paypal account so you can pay directly.



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