



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 82 weekly newspapers with statewide circulation of nearly 1 million
- Reaches 2.5 million+ readers in New Jersey
- All with just 1 phone call.



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
850 Bear Tavern Rd., Suite 102
West Trenton, NJ 08628
Amy Lear (609) 359-7383 • aclear@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
per week

NJ Statewide 2x4

Limited availability

\$2,500 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 - 63 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 Post
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

Hudson County

Bayonne Community News
The Hoboken Reporter
The Jersey City Reporter
The North Bergen Reporter
The Secaucus Reporter
The Union City Reporter
The Weehawken Reporter
The West New York Reporter

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
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

738,505

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

82
Weekly
Newspapers

Total Circulation
937,388



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