

NEWSPAPER DISPLAY AD ZONES

ESSEX COUNTY NORTH ZONES

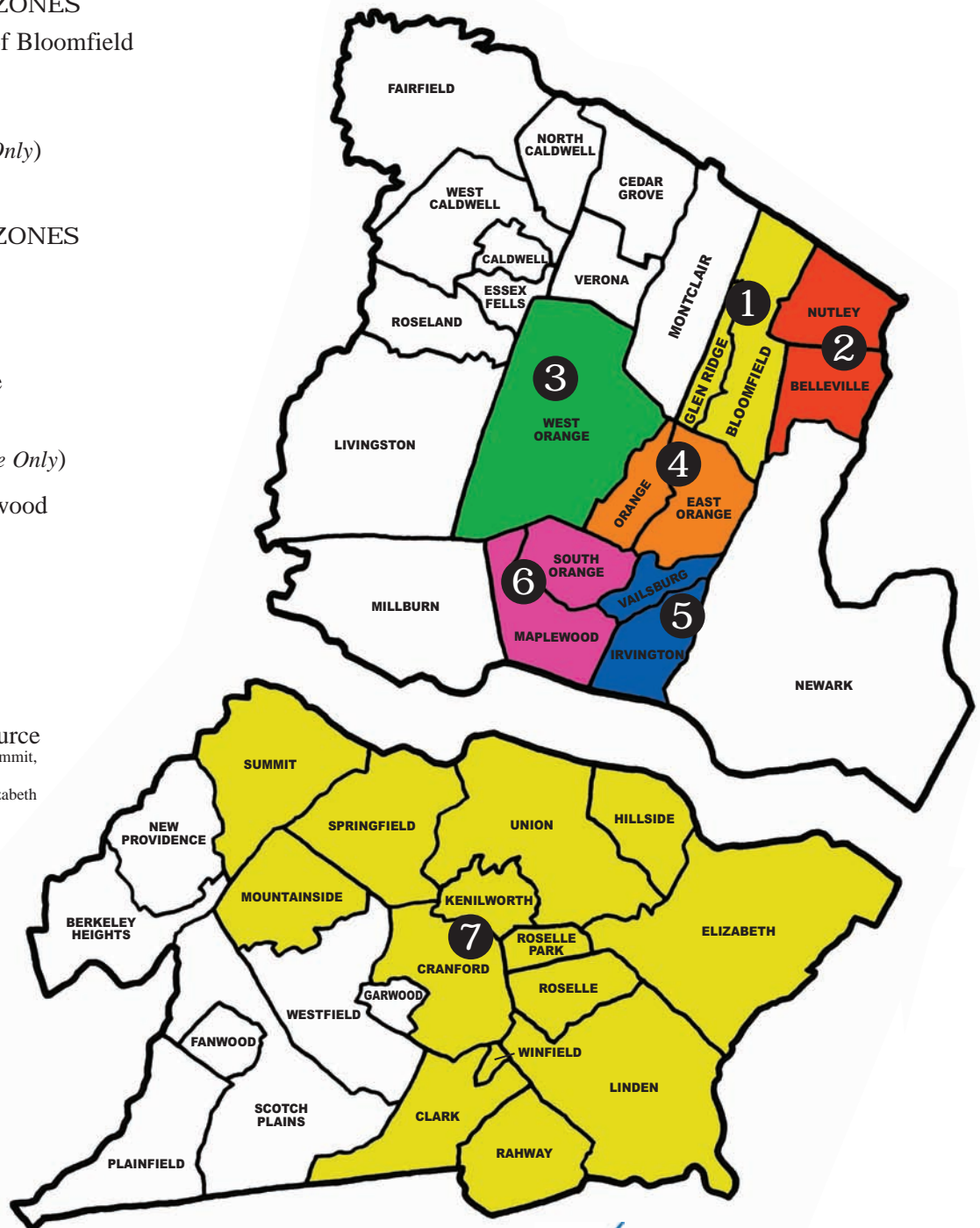
- 1 • The Independent Press of Bloomfield
- The Glen Ridge Paper
- 2 • Nutley Journal
- Belleville Post (*Online Only*)

ESSEX COUNTY SOUTH ZONES

- 3 • West Orange Chronicle
- 4 • Record-Transcript
East Orange and Orange
- 5 • Irvington Herald
- Vailsburg Leader (*Online Only*)
- 6 • News-Record of Maplewood
and South Orange

UNION COUNTY ZONE

- 7 • Union County LocalSource
Union, Kenilworth, Roselle Park, Summit,
Springfield, Mountainside, Cranford,
Clark, Linden, Roselle, Rahway, Elizabeth
and Hillside



Worrall Community Newspapers, Inc.

(908) 686-7700

Fax: 908-686-4169

Email: ads@thelocalsource.com

1291 Stuyvesant Ave. • P.O. Box 3639 • Union, NJ 07083

COMBINATION MEDIA AGREEMENT

Through a special arrangement, your Worrall sales representative can also place your advertisement in the West Essex Tribune serving Livingston.

WORRALL MEDIA
 Display Advertising
 1291 Stuyvesant Avenue
 P.O. Box 3639, Union, NJ 07083

RETAIL RATE CARD	
 CHRONICLE NEWS-RECORD <small>of Maplewood and South Orange</small>	The Independent Press The Glen Ridge Paper

AD SIZE	AD Measurements	COLOR Add'l Net Per Zone	OPEN Commisionable	6X	12X	24X	48X	2 ZONES	3 ZONES	4 ZONES	5 ZONES	6 ZONES
Back Page	10.25" x 9.5"	INCLUDED	\$ 1,235.00	\$ 995.00	\$ 875.00	\$ 820.00	\$ 760.00	\$ 1,870.00	\$ 2,865.00	\$ 3,035.00	\$ 3,675.00	\$ 4,315.00
Full Page	10.25" x 11"	\$ 100.00	\$ 1,050.00	\$ 830.00	\$ 720.00	\$ 665.00	\$ 610.00	\$ 1,555.00	\$ 1,945.00	\$ 2,335.00	\$ 2,725.00	\$ 3,115.00
3/4 Page	10.25" x 8"	\$ 100.00	\$ 790.00	\$ 625.00	\$ 545.00	\$ 500.00	\$ 460.00	\$ 1,170.00	\$ 1,465.00	\$ 1,760.00	\$ 2,055.00	\$ 2,350.00
1/2 Page	10.25" x 5.25"	\$ 100.00	\$ 530.00	\$ 420.00	\$ 365.00	\$ 335.00	\$ 310.00	\$ 785.00	\$ 985.00	\$ 1,185.00	\$ 1,385.00	\$ 1,585.00
1/2 Page	5" x 11"	\$ 100.00	\$ 530.00	\$ 420.00	\$ 365.00	\$ 335.00	3/1/2016	\$ 785.00	\$ 985.00	\$ 1,185.00	\$ 1,385.00	\$ 1,585.00
3/8 Page	5" x 8"	\$ 75.00	\$ 400.00	\$ 315.00	\$ 275.00	\$ 255.00	\$ 235.00	\$ 590.00	\$ 745.00	\$ 900.00	\$ 1,055.00	\$ 1,210.00
1/3 Page	5" x 7.25"	\$ 50.00	\$ 360.00	\$ 285.00	\$ 245.00	\$ 230.00	\$ 210.00	\$ 530.00	\$ 665.00	\$ 800.00	\$ 935.00	\$ 1,070.00
1/3 Page	10.25" x 3.5"	\$ 50.00	\$ 360.00	\$ 285.00	\$ 245.00	\$ 230.00	\$ 210.00	\$ 530.00	\$ 665.00	\$ 800.00	\$ 935.00	\$ 1,070.00
1/4 Page	10.25" x 2.5"	\$ 50.00	\$ 265.00	\$ 210.00	\$ 185.00	\$ 170.00	\$ 155.00	\$ 395.00	\$ 495.00	\$ 595.00	\$ 695.00	\$ 795.00
1/4 Page	5" x 5.25"	\$ 50.00	\$ 265.00	\$ 210.00	\$ 185.00	\$ 170.00	\$ 155.00	\$ 395.00	\$ 495.00	\$ 595.00	\$ 695.00	\$ 795.00
1/4 Page	2.375" x 11"	\$ 50.00	\$ 265.00	\$ 210.00	\$ 185.00	\$ 170.00	\$ 155.00	\$ 395.00	\$ 495.00	\$ 595.00	\$ 695.00	\$ 795.00
1/6 Page	5" x 3.5"	\$ 35.00	\$ 180.00	\$ 145.00	\$ 125.00	\$ 115.00	\$ 105.00	\$ 270.00	\$ 335.00	\$ 400.00	\$ 465.00	\$ 530.00
1/8 Page	5" x 2.5"	\$ 25.00	\$ 135.00	\$ 105.00	\$ 95.00	\$ 85.00	\$ 80.00	\$ 200.00	\$ 255.00	\$ 300.00	\$ 345.00	\$ 390.00
1/8 Page	2.375" x 5.25"	\$ 25.00	\$ 135.00	\$ 105.00	\$ 95.00	\$ 85.00	\$ 80.00	\$ 200.00	\$ 255.00	\$ 300.00	\$ 345.00	\$ 390.00
1/12 Page	2.375" x 3.5"	\$ 25.00	\$ 95.00	\$ 75.00	\$ 65.00	\$ 60.00	\$ 55.00	\$ 140.00	\$ 175.00	\$ 210.00	\$ 245.00	\$ 280.00
1/16 Page	2.375" x 2.5"	\$ 25.00	\$ 70.00	\$ 60.00	\$ 50.00	\$ 45.00	\$ 40.00	\$ 115.00	\$ 140.00	\$ 165.00	\$ 190.00	\$ 215.00
Page Sponsor	10.25" x 1.25"	\$ 25.00	\$ 150.00	\$ 120.00	\$ 105.00	\$ 100.00	\$ 90.00	Effective February 1, 2016				

(908) 686-7700 • Fax (908) 688-0401
EssexNewsDaily.com
 E-mail for Advertising: ads@thelocalsource.com
 all for press releases, editorial or photos: editorial@thelocalsource.com

WEEKLY NEWSPAPER AD ZONES

Position request if available is an additional 25% of non color rate.

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. The Independent Press of Bloomfield & The Glen Ridge Paper 3. West Orange Chronicle 4. Record-Transcript of East Orange & Orange | <ol style="list-style-type: none"> 5. Irvington Herald & Vailsburg Leader (on-line only) 6. News-Record of Maplewood & South Orange 7. Union County LocalSource |
|---|--|

RETAIL RATE CARD

WORRALL MEDIA
 Display Advertising
 1291 Stuyvesant Avenue
 P.O. Box 3639, Union, NJ 07083



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Back Page	10.25" x 9.5"	INCLUDED	\$ 1,055.00	\$ 875.00	\$ 760.00	\$ 700.00	\$ 640.00	\$ 1,870.00	\$ 2,865.00	\$ 3,035.00	\$ 3,675.00	\$ 4,315.00
Full Page	10.25" x 11"	\$ 100.00	\$ 885.00	\$ 720.00	\$ 610.00	\$ 555.00	\$ 500.00	\$ 1,555.00	\$ 1,945.00	\$ 2,335.00	\$ 2,725.00	\$ 3,115.00
3/4 Page	10.25" x 8"	\$ 100.00	\$ 665.00	\$ 545.00	\$ 460.00	\$ 420.00	\$ 380.00	\$ 1,170.00	\$ 1,465.00	\$ 1,760.00	\$ 2,055.00	\$ 2,350.00
1/2 Page	10.25" x 5.25"	\$ 100.00	\$ 440.00	\$ 365.00	\$ 310.00	\$ 280.00	\$ 255.00	\$ 785.00	\$ 985.00	\$ 1,185.00	\$ 1,385.00	\$ 1,585.00
1/2 Page	5" x 11"	\$ 100.00	\$ 440.00	\$ 365.00	\$ 310.00	\$ 280.00	3/1/2016	\$ 785.00	\$ 985.00	\$ 1,185.00	\$ 1,385.00	\$ 1,585.00
3/8 Page	5" x 8"	\$ 75.00	\$ 340.00	\$ 275.00	\$ 235.00	\$ 215.00	\$ 190.00	\$ 590.00	\$ 745.00	\$ 900.00	\$ 1,055.00	\$ 1,210.00
1/3 Page	5" x 7.25"	\$ 50.00	\$ 300.00	\$ 245.00	\$ 210.00	\$ 190.00	\$ 170.00	\$ 530.00	\$ 665.00	\$ 800.00	\$ 935.00	\$ 1,070.00
1/3 Page	10.25" x 3.5"	\$ 50.00	\$ 300.00	\$ 245.00	\$ 210.00	\$ 190.00	\$ 170.00	\$ 530.00	\$ 665.00	\$ 800.00	\$ 935.00	\$ 1,070.00
1/4 Page	10.25" x 2.5"	\$ 50.00	\$ 225.00	\$ 185.00	\$ 155.00	\$ 145.00	\$ 130.00	\$ 395.00	\$ 495.00	\$ 595.00	\$ 695.00	\$ 795.00
1/4 Page	5" x 5.25"	\$ 50.00	\$ 225.00	\$ 185.00	\$ 155.00	\$ 145.00	\$ 130.00	\$ 395.00	\$ 495.00	\$ 595.00	\$ 695.00	\$ 795.00
1/4 Page	2.375" x 11"	\$ 50.00	\$ 225.00	\$ 185.00	\$ 155.00	\$ 145.00	\$ 130.00	\$ 395.00	\$ 495.00	\$ 595.00	\$ 695.00	\$ 795.00
1/6 Page	5" x 3.5"	\$ 35.00	\$ 155.00	\$ 125.00	\$ 105.00	\$ 100.00	\$ 90.00	\$ 270.00	\$ 335.00	\$ 400.00	\$ 465.00	\$ 530.00
1/8 Page	5" x 2.5"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 75.00	\$ 65.00	\$ 200.00	\$ 255.00	\$ 300.00	\$ 345.00	\$ 390.00
1/8 Page	2.375" x 5.25"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 75.00	\$ 65.00	\$ 200.00	\$ 255.00	\$ 300.00	\$ 345.00	\$ 390.00
1/12 Page	2.375" x 3.5"	\$ 25.00	\$ 80.00	\$ 65.00	\$ 60.00	\$ 55.00	\$ 50.00	\$ 140.00	\$ 175.00	\$ 210.00	\$ 245.00	\$ 280.00
1/16 Page	2.375" x 2.5"	\$ 25.00	\$ 60.00	\$ 50.00	\$ 45.00	\$ 40.00	\$ 35.00	\$ 115.00	\$ 140.00	\$ 165.00	\$ 190.00	\$ 215.00
Page Sponsor	10.25" x 1.25"	\$ 25.00	\$ 130.00	\$ 105.00	\$ 90.00	\$ 80.00	\$ 75.00	Effective February 1, 2016				

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WEEKLY NEWSPAPER AD ZONES

Position request if available is an additional 25% of non color rate.

1. The Independent Press of Bloomfield & The Glen Ridge Paper
2. West Orange Chronicle
3. Record-Transcript of East Orange & Orange
4. Irvington Herald & Vailsburg Leader (on-line only)
5. News-Record of Maplewood & South Orange
6. Union County LocalSource

RETAIL RATE CARD

NUTLEY JOURNAL

EFFECTIVE
March 1, 2016

AD SIZE	AD Measurements	COLOR Add'l Net Per Zone	OPEN Commisionable	3X	5X	7X	8X	ZONE ADD ON
Back Page	10.25" x 9.5"	INCLUDED	\$ 995.00	\$ 795.00	\$ 695.00	\$ 640.00	\$ 580.00	N/A
Page Three	10.25" x 11"	INCLUDED	\$ 1,130.00	\$ 925.00	\$ 790.00	\$ 720.00	\$ 650.00	N/A
Page Two	10.25" x 11"	INCLUDED	\$ 1,130.00	\$ 925.00	\$ 790.00	\$ 720.00	\$ 650.00	N/A
Full Page	10.25" x 11"	\$ 100.00	\$ 825.00	\$ 660.00	\$ 550.00	\$ 495.00	\$ 440.00	\$ 275.00
3/4 Page	10.25" x 8"	\$ 100.00	\$ 620.00	\$ 495.00	\$ 415.00	\$ 375.00	\$ 330.00	\$ 210.00
1/2 Page	10.25" x 5.25"	\$ 100.00	\$ 420.00	\$ 335.00	\$ 280.00	\$ 255.00	\$ 225.00	\$ 145.00
1/2 Page	5" x 11"	\$ 100.00	\$ 420.00	\$ 335.00	\$ 280.00	\$ 255.00	\$ 225.00	\$ 145.00
3/8 Page	5" x 8"	\$ 75.00	\$ 320.00	\$ 260.00	\$ 215.00	\$ 195.00	\$ 175.00	\$ 110.00
1/3 Page	5" x 7.25"	\$ 50.00	\$ 285.00	\$ 230.00	\$ 190.00	\$ 170.00	\$ 155.00	\$ 95.00
1/3 Page	10.25" x 3.5"	\$ 50.00	\$ 285.00	\$ 230.00	\$ 190.00	\$ 170.00	\$ 155.00	\$ 95.00
1/4 Page	10.25" x 2.5"	\$ 50.00	\$ 215.00	\$ 170.00	\$ 145.00	\$ 130.00	\$ 115.00	\$ 70.00
1/4 Page	5" x 5.25"	\$ 50.00	\$ 215.00	\$ 170.00	\$ 145.00	\$ 130.00	\$ 115.00	\$ 70.00
1/4 Page	2.375" x 11"	\$ 50.00	\$ 215.00	\$ 170.00	\$ 145.00	\$ 130.00	\$ 115.00	\$ 70.00
1/6 Page	5" x 3.5"	\$ 35.00	\$ 145.00	\$ 115.00	\$ 100.00	\$ 90.00	\$ 80.00	\$ 50.00
1/8 Page	5" x 2.5"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 70.00	\$ 65.00	\$ 35.00
1/8 Page	2.375" x 5.25"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 70.00	\$ 65.00	\$ 35.00
1/12 Page	2.375" x 3.5"	\$ 25.00	\$ 80.00	\$ 65.00	\$ 55.00	\$ 50.00	\$ 45.00	\$ 25.00
1/16 Page	2.375" x 2.5"	\$ 25.00	\$ 65.00	\$ 55.00	\$ 50.00	\$ 45.00	\$ 35.00	\$ 20.00
Page Sponsor	10.25" x 1.25"	\$ 25.00	\$ 125.00	\$ 100.00	\$ 85.00	\$ 75.00	\$ 65.00	N/A

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Display Advertising
1291 Stuyvesant Avenue
P.O. Box 3639
Union, NJ 07083

Published monthly. Reach 12,000 households and businesses in Nutley by mail.
Position charge is an additional 25% of non color rate.

WEEKLY NEWSPAPER AD ZONES

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RETAIL RATE CARD

UNION COUNTY
LOCALSOURCE

AD SIZE	AD Measurements	COLOR Add'l Net Per Zone	OPEN Commisionable	6X	12X	24X	48X	2 ZONES	3 ZONES	4 ZONES	5 ZONES	6 ZONES
Back Page	10.25" x 9.5"	INCLUDED	\$ 1,590.00	\$ 1,235.00	\$ 1,115.00	\$ 995.00	\$ 875.00	\$ 1,870.00	\$ 2,865.00	\$ 3,035.00	\$ 3,675.00	\$ 4,315.00
Full Page	10.25" x 11"	\$ 100.00	\$ 1,380.00	\$ 1,050.00	\$ 945.00	\$ 830.00	\$ 725.00	\$ 1,555.00	\$ 1,945.00	\$ 2,335.00	\$ 2,725.00	\$ 3,115.00
3/4 Page	10.25" x 8"	\$ 100.00	\$ 1,040.00	\$ 790.00	\$ 710.00	\$ 625.00	\$ 545.00	\$ 1,170.00	\$ 1,465.00	\$ 1,760.00	\$ 2,055.00	\$ 2,350.00
1/2 Page	10.25" x 5.25"	\$ 100.00	\$ 695.00	\$ 530.00	\$ 475.00	\$ 420.00	\$ 365.00	\$ 785.00	\$ 985.00	\$ 1,185.00	\$ 1,385.00	\$ 1,585.00
1/2 Page	5" x 11"	\$ 100.00	\$ 695.00	\$ 530.00	\$ 475.00	\$ 420.00	3/1/2016	\$ 785.00	\$ 985.00	\$ 1,185.00	\$ 1,385.00	\$ 1,585.00
3/8 Page	5" x 8"	\$ 75.00	\$ 525.00	\$ 400.00	\$ 360.00	\$ 315.00	\$ 275.00	\$ 590.00	\$ 745.00	\$ 900.00	\$ 1,055.00	\$ 1,210.00
1/3 Page	5" x 7.25"	\$ 50.00	\$ 470.00	\$ 360.00	\$ 320.00	\$ 285.00	\$ 245.00	\$ 530.00	\$ 665.00	\$ 800.00	\$ 935.00	\$ 1,070.00
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1/4 Page	10.25" x 2.5"	\$ 50.00	\$ 350.00	\$ 265.00	\$ 240.00	\$ 210.00	\$ 185.00	\$ 395.00	\$ 495.00	\$ 595.00	\$ 695.00	\$ 795.00
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1/6 Page	5" x 3.5"	\$ 35.00	\$ 240.00	\$ 180.00	\$ 165.00	\$ 145.00	\$ 125.00	\$ 270.00	\$ 335.00	\$ 400.00	\$ 465.00	\$ 530.00
1/8 Page	5" x 2.5"	\$ 25.00	\$ 175.00	\$ 135.00	\$ 120.00	\$ 105.00	\$ 95.00	\$ 200.00	\$ 255.00	\$ 300.00	\$ 345.00	\$ 390.00
1/8 Page	2.375" x 5.25"	\$ 25.00	\$ 175.00	\$ 135.00	\$ 120.00	\$ 105.00	\$ 95.00	\$ 200.00	\$ 255.00	\$ 300.00	\$ 345.00	\$ 390.00
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Page Sponsor	10.25" x 1.25"	\$ 25.00	\$ 200.00	\$ 150.00	\$ 135.00	\$ 120.00	\$ 105.00	Effective February 1, 2016				

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RETAIL RATE CARD

UNION LEADER

EFFECTIVE
October 1, 2015

AD SIZE	AD Measurements	COLOR Add'l Net Per Zone	OPEN Commisionable	3X	5X	7X	8X	ZONE ADD ON
Back Page	10.25" x 9.5"	INCLUDED	\$ 995.00	\$ 795.00	\$ 695.00	\$ 640.00	\$ 580.00	\$ 395.00
Page Three	10.25" x 11"	INCLUDED	\$ 1,130.00	\$ 925.00	\$ 790.00	\$ 720.00	\$ 650.00	N/A
Page Two	10.25" x 11"	INCLUDED	\$ 1,130.00	\$ 925.00	\$ 790.00	\$ 720.00	\$ 650.00	N/A
Full Page	10.25" x 11"	\$ 100.00	\$ 825.00	\$ 660.00	\$ 550.00	\$ 495.00	\$ 440.00	\$ 275.00
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1/2 Page	10.25" x 5.25"	\$ 100.00	\$ 420.00	\$ 335.00	\$ 280.00	\$ 255.00	\$ 225.00	\$ 145.00
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3/8 Page	5" x 8"	\$ 75.00	\$ 320.00	\$ 260.00	\$ 215.00	\$ 195.00	\$ 175.00	\$ 110.00
1/3 Page	5" x 7.25"	\$ 50.00	\$ 285.00	\$ 230.00	\$ 190.00	\$ 170.00	\$ 155.00	\$ 95.00
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1/8 Page	5" x 2.5"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 70.00	\$ 65.00	\$ 35.00
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RETAIL RATE CARD

CRANFORD LIFE

EFFECTIVE
April 1, 2016

AD SIZE	AD Measurements	COLOR Add'l Net Per Zone	OPEN Commisionable	3X	5X	7X	8X	ZONE ADD ON
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1/4 Page	5" x 5.25"	\$ 50.00	\$ 215.00	\$ 170.00	\$ 145.00	\$ 130.00	\$ 115.00	\$ 70.00
1/4 Page	2.375" x 11"	\$ 50.00	\$ 215.00	\$ 170.00	\$ 145.00	\$ 130.00	\$ 115.00	\$ 70.00
1/6 Page	5" x 3.5"	\$ 35.00	\$ 145.00	\$ 115.00	\$ 100.00	\$ 90.00	\$ 80.00	\$ 50.00
1/8 Page	5" x 2.5"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 70.00	\$ 65.00	\$ 35.00
1/8 Page	2.375" x 5.25"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 70.00	\$ 65.00	\$ 35.00
1/12 Page	2.375" x 3.5"	\$ 25.00	\$ 80.00	\$ 65.00	\$ 55.00	\$ 50.00	\$ 45.00	\$ 25.00
1/16 Page	2.375" x 2.5"	\$ 25.00	\$ 65.00	\$ 55.00	\$ 50.00	\$ 45.00	\$ 35.00	\$ 20.00
Page Sponsor	10.25" x 1.25"	\$ 25.00	\$ 125.00	\$ 100.00	\$ 85.00	\$ 75.00	\$ 65.00	N/A

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