

NEWSPAPER DISPLAY AD ZONES

ESSEX COUNTY NORTH ZONES

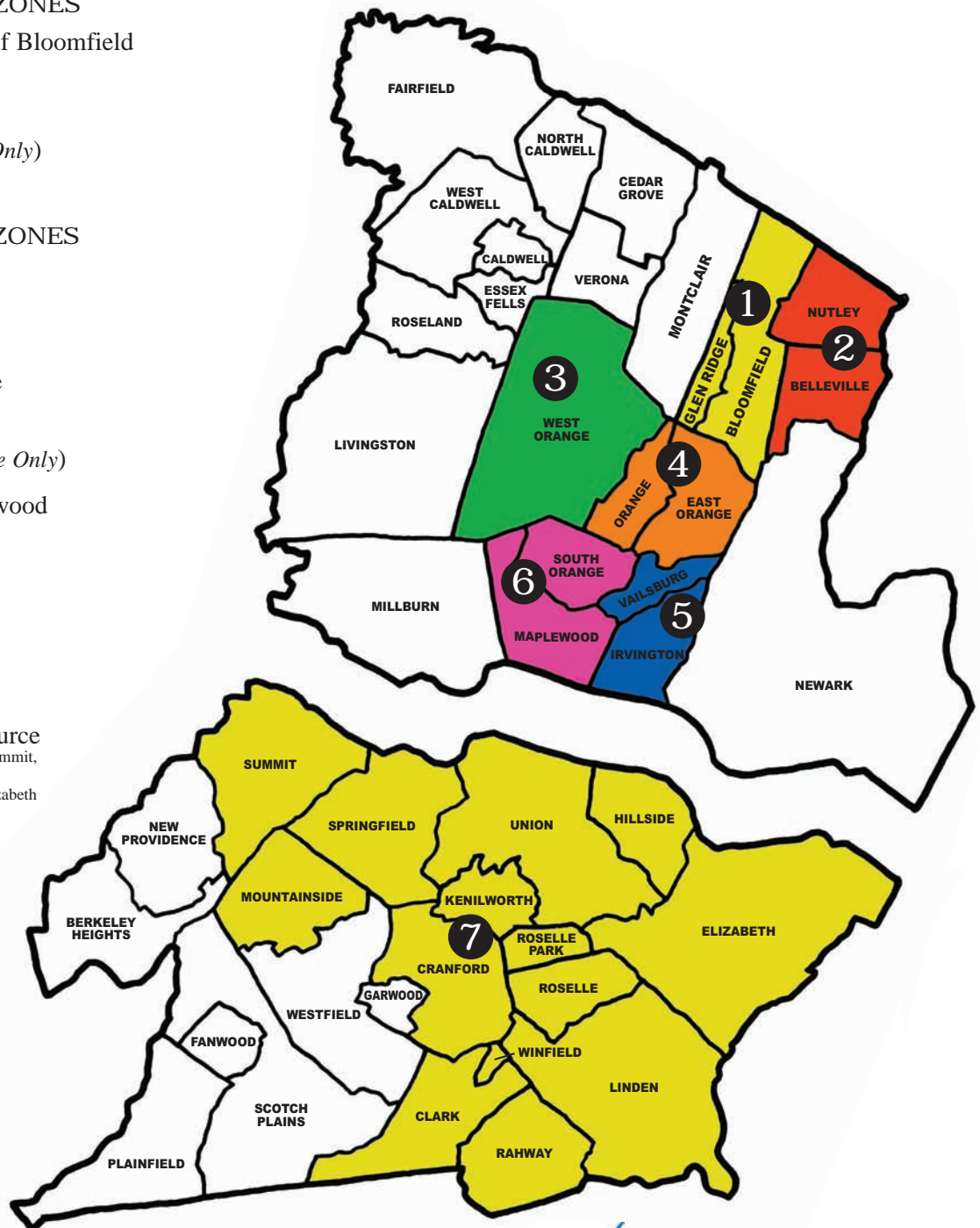
- ① • The Independent Press of Bloomfield
- The Glen Ridge Paper
- ② • Nutley Journal
- Belleville Post (*Online Only*)

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 1596 • 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
 908-686-7700

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	9.625" 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	9.625" 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	9.625" 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	9.625" 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	4.75" x 11"	\$ 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
3/8 Page	4.75" 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	4.75" 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
1/3 Page	9.625" x 3.5"	\$ 50.00	\$ 470.00	\$ 360.00	\$ 320.00	\$ 285.00	\$ 245.00	\$ 530.00	\$ 665.00	\$ 800.00	\$ 935.00	\$ 1,070.00
1/4 Page	9.625" 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
1/4 Page	4.75" x 5.25"	\$ 50.00	\$ 350.00	\$ 265.00	\$ 240.00	\$ 210.00	\$ 185.00	\$ 395.00	\$ 495.00	\$ 595.00	\$ 695.00	\$ 795.00
1/4 Page	2.275" x 11"	\$ 50.00	\$ 350.00	\$ 265.00	\$ 240.00	\$ 210.00	\$ 185.00	\$ 395.00	\$ 495.00	\$ 595.00	\$ 695.00	\$ 795.00
1/6 Page	4.75" 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	4.75" 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	2.275" 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
1/12 Page	2.275" x 3.5"	\$ 25.00	\$ 125.00	\$ 95.00	\$ 85.00	\$ 75.00	\$ 65.00	\$ 140.00	\$ 175.00	\$ 210.00	\$ 245.00	\$ 280.00
1/16 Page	2.275" x 2.5"	\$ 25.00	\$ 95.00	\$ 70.00	\$ 65.00	\$ 60.00	\$ 55.00	\$ 115.00	\$ 140.00	\$ 165.00	\$ 190.00	\$ 215.00
Page Sponsor	9.625" x 1.25"	\$ 25.00	\$ 200.00	\$ 150.00	\$ 135.00	\$ 120.00	\$ 105.00	Effective February 1, 2016				

DISPLAY AD ZONES

908-686-7700 • Fax 908-688-0401

UnionNewsDaily.com

E-mail for Advertising: ads@thelocalsource.com

Email for press releases, editorial or photos: editorial@thelocalsource.com

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
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WORRALL COMMUNITY NEWSPAPERS, INC.

Display Advertising
1291 Stuyvesant Avenue
P.O. Box 1596, Union, NJ 07083



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Back Page	9.625" 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	\$ 4,955.00
Full Page	9.625" 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	\$ 3,505.00
3/4 Page	9.625" 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	\$ 2,645.00
1/2 Page	9.625" 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	\$ 1,785.00
1/2 Page	4.75" x 11"	\$ 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	\$ 1,785.00
3/8 Page	4.75" 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	\$ 1,365.00
1/3 Page	4.75" 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	\$ 1,205.00
1/3 Page	9.625" 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	\$ 1,205.00
1/4 Page	9.625" 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	\$ 895.00
1/4 Page	4.75" 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	\$ 895.00
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1/6 Page	4.75" 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	\$ 595.00
1/8 Page	4.75" 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	\$ 435.00
1/8 Page	2.275" 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	\$ 435.00
1/12 Page	2.275" 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	\$ 315.00
1/16 Page	2.275" 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	\$ 240.00
Page Sponsor	9.625" x 1.25"	\$ 25.00	\$ 150.00	\$ 120.00	\$ 105.00	\$ 100.00	\$ 90.00						

Effective May 1, 2012

Position requests, if available - Add 25%

DISPLAY AD ZONES

(908) 686-7700 • Fax (908) 686-4169

www.localsource.com

E-mail for Advertising: ads@thelocalsource.com

Email for press releases, editorial or photos: editorial@thelocalsource.com

1. The Independent Press of Bloomfield & The Glen Ridge Paper
2. Nutley Journal & Belleville Post (on-line only)
3. West Orange Chronicle
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7. Union County LocalSource

WORRALL COMMUNITY NEWSPAPERS, INC.

Display Advertising
1291 Stuyvesant Avenue
P.O. Box 1596, Union, NJ 07083

RETAIL RATE CARD



Irvington Herald

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	7 ZONES
Back Page	9.625" 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	\$ 4,955.00
Full Page	9.625" 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	\$ 3,505.00
3/4 Page	9.625" 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	\$ 2,645.00
1/2 Page	9.625" 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	\$ 1,785.00
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3/8 Page	4.75" 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	\$ 1,365.00
1/3 Page	4.75" 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	\$ 1,205.00
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1/4 Page	9.625" 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	\$ 895.00
1/4 Page	4.75" 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	\$ 895.00
1/4 Page	2.275" x 11"	\$ 50.00	\$ 225.00	\$ 185.00	\$ 155.00	\$ 145.00	\$ 130.00	\$ 395.00	\$ 495.00	\$ 595.00	\$ 695.00	\$ 795.00	\$ 895.00
1/6 Page	4.75" 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	\$ 595.00
1/8 Page	4.75" 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	\$ 435.00
1/8 Page	2.275" 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	\$ 435.00
1/12 Page	2.275" 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	\$ 315.00
1/16 Page	2.275" 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	\$ 240.00
Page Sponsor	9.625" x 1.25"	\$ 25.00	\$ 130.00	\$ 105.00	\$ 90.00	\$ 80.00	\$ 75.00	Effective May 1, 2012					

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www.localsource.com

E-mail for Advertising: ads@thelocalsource.com

Email for press releases, editorial or photos: editorial@thelocalsource.com

DISPLAY AD ZONES

1. The Independent Press of Bloomfield & The Glen Ridge Paper
2. Nutley Journal & Belleville Post (on-line only)
3. West Orange Chronicle
4. Record-Transcript of East Orange & Orange

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6. News-Record of Maplewood & South Orange
7. Union County LocalSource

RETAIL RATE CARD

NUTLEY JOURNAL

EFFECTIVE
April 1, 2016

AD SIZE	AD Measurements	COLOR Add'l Net Per Zone	OPEN Commisionable	3X	5X	7X	8X	ZONE ADD ON
Back Page	9.625" x 9.5"	INCLUDED	\$ 995.00	\$ 795.00	\$ 695.00	\$ 640.00	\$ 580.00	\$ 395.00
Full Page	9.625" x 11"	\$ 100.00	\$ 825.00	\$ 660.00	\$ 550.00	\$ 495.00	\$ 440.00	\$ 275.00
3/4 Page	9.625" x 8"	\$ 100.00	\$ 620.00	\$ 495.00	\$ 415.00	\$ 375.00	\$ 330.00	\$ 210.00
1/2 Page	9.625" x 5.25"	\$ 100.00	\$ 420.00	\$ 335.00	\$ 280.00	\$ 255.00	\$ 225.00	\$ 145.00
1/2 Page	4.75" x 11"	\$ 100.00	\$ 420.00	\$ 335.00	\$ 280.00	\$ 255.00	\$ 225.00	\$ 145.00
3/8 Page	4.75" x 8"	\$ 75.00	\$ 320.00	\$ 260.00	\$ 215.00	\$ 195.00	\$ 175.00	\$ 110.00
1/3 Page	4.75" x 7.25"	\$ 50.00	\$ 285.00	\$ 230.00	\$ 190.00	\$ 170.00	\$ 155.00	\$ 95.00
1/3 Page	9.625" x 3.5"	\$ 50.00	\$ 285.00	\$ 230.00	\$ 190.00	\$ 170.00	\$ 155.00	\$ 95.00
1/4 Page	9.625" x 2.5"	\$ 50.00	\$ 215.00	\$ 170.00	\$ 145.00	\$ 130.00	\$ 115.00	\$ 70.00
1/4 Page	4.75" x 5.25"	\$ 50.00	\$ 215.00	\$ 170.00	\$ 145.00	\$ 130.00	\$ 115.00	\$ 70.00
1/4 Page	2.275" x 11"	\$ 50.00	\$ 215.00	\$ 170.00	\$ 145.00	\$ 130.00	\$ 115.00	\$ 70.00
1/6 Page	4.75" x 3.5"	\$ 35.00	\$ 145.00	\$ 115.00	\$ 100.00	\$ 90.00	\$ 80.00	\$ 50.00
1/8 Page	4.75" x 2.5"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 70.00	\$ 65.00	\$ 35.00
1/8 Page	2.275" x 5.25"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 70.00	\$ 65.00	\$ 35.00
1/12 Page	2.275" x 3.5"	\$ 25.00	\$ 80.00	\$ 65.00	\$ 55.00	\$ 50.00	\$ 45.00	\$ 25.00
1/16 Page	2.275" x 2.5"	\$ 25.00	\$ 65.00	\$ 55.00	\$ 50.00	\$ 45.00	\$ 35.00	\$ 20.00
Page Sponsor	9.625" x 1.25"	\$ 25.00	\$ 125.00	\$ 100.00	\$ 85.00	\$ 75.00	\$ 65.00	N/A

WORRALL MEDIA

Display Advertising
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EssexNewsDaily.com

E-mail for Advertising: ads@thelocalsource.com

Email for press releases, editorial or photos:
editorial@thelocalsource.com

WEEKLY NEWSPAPER AD ZONES

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RETAIL RATE CARD

CRANFORD LIFE

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	9.625" x 9.5"	INCLUDED	\$ 995.00	\$ 795.00	\$ 695.00	\$ 640.00	\$ 580.00	\$ 395.00
Full Page	9.625" x 11"	\$ 100.00	\$ 825.00	\$ 660.00	\$ 550.00	\$ 495.00	\$ 440.00	\$ 275.00
3/4 Page	9.625" x 8"	\$ 100.00	\$ 620.00	\$ 495.00	\$ 415.00	\$ 375.00	\$ 330.00	\$ 210.00
1/2 Page	9.625" x 5.25"	\$ 100.00	\$ 420.00	\$ 335.00	\$ 280.00	\$ 255.00	\$ 225.00	\$ 145.00
1/2 Page	4.75" x 11"	\$ 100.00	\$ 420.00	\$ 335.00	\$ 280.00	\$ 255.00	\$ 225.00	\$ 145.00
3/8 Page	4.75" x 8"	\$ 75.00	\$ 320.00	\$ 260.00	\$ 215.00	\$ 195.00	\$ 175.00	\$ 110.00
1/3 Page	4.75" x 7.25"	\$ 50.00	\$ 285.00	\$ 230.00	\$ 190.00	\$ 170.00	\$ 155.00	\$ 95.00
1/3 Page	9.625" x 3.5"	\$ 50.00	\$ 285.00	\$ 230.00	\$ 190.00	\$ 170.00	\$ 155.00	\$ 95.00
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1/8 Page	2.275" x 5.25"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 70.00	\$ 65.00	\$ 35.00
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1/16 Page	2.275" x 2.5"	\$ 25.00	\$ 65.00	\$ 55.00	\$ 50.00	\$ 45.00	\$ 35.00	\$ 20.00
Page Sponsor	9.625" x 1.25"	\$ 25.00	\$ 125.00	\$ 100.00	\$ 85.00	\$ 75.00	\$ 65.00	N/A

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

Published monthly. Reach 12,000
single family households in Union by mail.

WEEKLY NEWSPAPER AD ZONES

(908) 686-7700 • Fax (908) 686-4169
UnionNewsDaily.com
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Email for press releases, editorial or photos:
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RETAIL RATE CARD

UNION LEADER

EFFECTIVE
October 1, 2015

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1/4 Page	2.275" x 11"	\$ 50.00	\$ 215.00	\$ 170.00	\$ 145.00	\$ 130.00	\$ 115.00	\$ 70.00
1/6 Page	4.75" x 3.5"	\$ 35.00	\$ 145.00	\$ 115.00	\$ 100.00	\$ 90.00	\$ 80.00	\$ 50.00
1/8 Page	4.75" x 2.5"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 70.00	\$ 65.00	\$ 35.00
1/8 Page	2.275" x 5.25"	\$ 25.00	\$ 115.00	\$ 95.00	\$ 80.00	\$ 70.00	\$ 65.00	\$ 35.00
1/12 Page	2.275" x 3.5"	\$ 25.00	\$ 80.00	\$ 65.00	\$ 55.00	\$ 50.00	\$ 45.00	\$ 25.00
1/16 Page	2.275" x 2.5"	\$ 25.00	\$ 65.00	\$ 55.00	\$ 50.00	\$ 45.00	\$ 35.00	\$ 20.00
Page Sponsor	9.625" x 1.25"	\$ 25.00	\$ 125.00	\$ 100.00	\$ 85.00	\$ 75.00	\$ 65.00	N/A

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4. Record-Transcript of East Orange & Orange

5. Irvington Herald & Vailsburg Leader (on-line only)
6. News-Record of Maplewood & South Orange
7. Union County LocalSource