

NEWSPAPER DISPLAY AD ZONES

WEEKLY NEWSPAPERS

ESSEX COUNTY NORTH ZONES

- 1 • The Independent Press of Bloomfield
- The Glen Ridge Paper

ESSEX COUNTY SOUTH ZONES

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

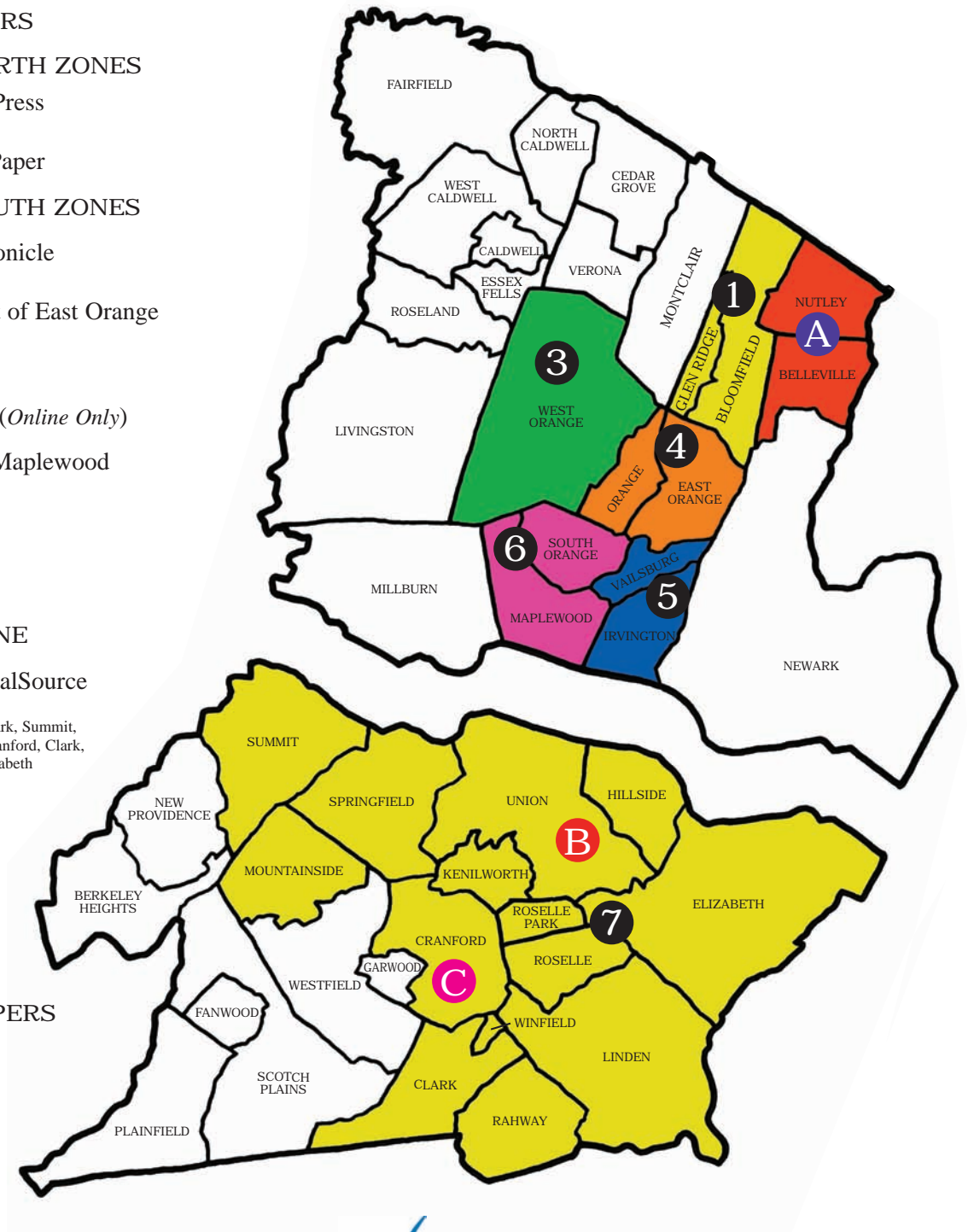
UNION COUNTY ZONE

- 7 • Union County LocalSource

Union, Kenilworth, Roselle Park, Summit, Springfield, Mountainside, Cranford, Clark, Linden, Roselle, Rahway, Elizabeth and Hillside

MONTHLY NEWSPAPERS

- A • Nutley Journal
- Belleville Post
- B • Union Leader
- C • Cranford Life



Worrall Media

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Email: adservices@thelocalsource.com

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



WORRALL MEDIA
 Display Advertising
 1291 Stuyvesant Avenue
 P.O. Box 3639, Union, NJ 07083
 908-686-7700

RETAIL RATE CARD

UNION COUNTY
LOCALSOURCE

ANY ONE ZONE												
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

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UnionNewsDaily.com

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**MONTHLY
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- Nutley Journal, Belleville Post,
 Union Leader, Cranford Life



WORRALL MEDIA
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RETAIL RATE CARD



Irvington Herald

ANY ONE ZONE													
AD SIZE	AD Measurements	COLOR Add'l Net Per Zone	OPEN Commissionable	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
1/2 Page	4.75" x 11"	\$ 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
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
1/3 Page	9.625" 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	\$ 1,205.00
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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4. Record-Transcript of East Orange & Orange

**MONTHLY
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5. Irvington Herald & Vailsburg Leader (on-line only)
 6. News-Record of Maplewood & South Orange
 7. Union County LocalSource
- Nutley Journal, Belleville Post,
 Union Leader, Cranford Life



WORRALL MEDIA

Display Advertising
 1291 Stuyvesant Avenue
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 908-686-7700

RETAIL RATE CARD

west orange **CHRONICLE** *The Independent Press*
NEWS-RECORD *The Glen Ridge Paper*
of Maplewood and South Orange

ANY ONE ZONE

AD SIZE	AD Measurements	COLOR Add'l Net Per Zone	OPEN Commissionable	6X	12X	24X	48X	2 ZONES	3 ZONES	4 ZONES	5 ZONES	6 ZONES	7 ZONES
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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
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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
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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						

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6. News-Record of Maplewood & South Orange
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Nutley Journal, Belleville Post,
 Union Leader, Cranford Life

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	ADD ON 1 WEEKLY ZONE
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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1/6 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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Published monthly. Reach 10,000 households and businesses in Cranford by mail.

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UNION LEADER

EFFECTIVE
October 1, 2016

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3/8 Page	4.75" x 8"	\$ 75.00	\$ 320.00	\$ 260.00	\$ 215.00	\$ 195.00	\$ 175.00	\$ 110.00
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single family households in Union by mail.

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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	ADD ON 1 WEEKLY ZONE
Back Page	9.625" x 9.5"	INCLUDED	\$ 995.00	\$ 795.00	\$ 695.00	\$ 640.00	\$ 580.00	\$ 395.00
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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
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