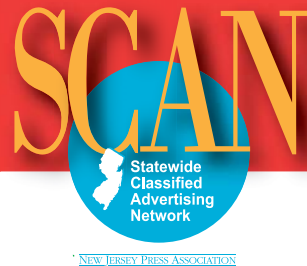




# STATEWIDE CLASSIFIED ADVERTISING NETWORK

*Statewide or Nationwide, Affordable, Easy, Effective!*



- Imagine...having your ad appear in **135+ daily and weekly newspapers** with 2.2 million+ statewide circulation.
- Reaching over **5.2 million+ readers** throughout New Jersey.
- With just **1 phone call**.

There's never been a smarter, more cost-effective way to advertise statewide. NJPA's SCAN program makes it easy to place a 25-word ad.

## Get the most for your ad budget! Here's how:

When you place your classified ad in the SCAN program, you can **save over 75%** when compared to placing the ad individually in all participating publications. Compare the difference:

### Placing your ad the traditional way:

- Call 135+ newspapers
- Get costs
- Send insertion orders
- Send payment
- Send ad
- Call to confirm

Time spent: too much!  
Media Cost: \$1,600  
Total = \$1,600+

### Placing your NJPA SCAN ad:

- Call NJPA or your local newspaper and send them your ad and payment

Time spent: 15 minutes  
Media cost: \$415\*  
Total = \$415\*

\*Rates may vary. See insert for current pricing.

## Start today and begin...

- Expanding your geographic reach
- Drawing orders & business from all over New Jersey
- Attracting interested buyers
- Identifying markets that need your products or services
- Expanding your business cost-effectively
- Promoting products & services
- Promoting special events

## It's perfect for...

- Adoption • Announcements • Auctions • Building Materials
- Business Opportunities • Community Events • Employment
- Financial Services • Miscellaneous for Sale • Mobile Homes
- Notices • Pets/Supplies • Recreational Vehicles • Resort Property
- Schools • Training Programs • Vacation Rentals
- and much more!

## Reach audiences nationwide!

Ask NJPA about similar networks throughout the country

Positioning within the classified section is up to each newspaper. Ad copy and pre-payment are required by noon Wednesday for placement the following week.

# NJPA

NEW JERSEY PRESS ASSOCIATION

New Jersey Press Association  
840 Bear Tavern Rd. Suite 305  
West Trenton, NJ 08628-1019

Contact your local newspaper for more information or call  
609.406.0600 ext. 24.

www.njpa.org





# STATEWIDE CLASSIFIED ADVERTISING NETWORK

## Participating Member Newspapers in New Jersey



### 139 Daily and Weekly Newspapers. Total Circulation: 2,267,582

(D) = Daily Dailies may circulate in multiple counties but are listed here under county of origin.

NEW JERSEY PRESS ASSOCIATION

#### Atlantic County

(D) The Press of Atlantic City  
Atlantic County Record  
Current of Absecon  
Current of Downbeach  
Current of Egg Harbor Twp  
Current of Galloway Twp.  
Current of Hamilton/Mays Landing  
Current of Northfield/Linwood/Somers Point  
Egg Harbor News  
The Hammonton News  
The Mainland Journal

#### Bergen County

(D) The Record (Bergen County)  
Bergen News/Sun Bulletin  
Community News  
Glen Rock Gazette  
Pascack Valley Community Life  
Press-Journal  
Ridgewood News  
So. Bergenite, Rutherford  
Suburban News/Village Gazette  
Suburbanite  
Town Journal, Allendale  
Town News, Paramus  
Twin Boro News, Bergenfield

#### Burlington County

(D) Burlington County Times  
Community News, Browns Mills  
The Central Record, Medford  
Maple Shade Progress  
News Weekly, Moorestown

#### Camden County

(D) The Courier-Post, Cherry Hill  
Haddon Herald  
Record Breeze, Blackwood

#### Cape May County

Cape May County Herald Times  
Cape May Star & Wave  
Cape May Gazette  
Cape May Gazette of Upper Twp  
The Middle Township Gazette  
Ocean City Gazette  
Ocean City Sentinel  
Wildwood Leader

#### Cumberland County

(D) The Daily Journal, Vineland  
(D) Bridgeton News

#### Essex County

Belleville Post  
Belleville Times  
Bloomfield Life  
East Orange Record  
The Glen Ridge Paper  
Glen Ridge Voice  
The Item of Millburn and Short Hills  
Irvington Herald  
The Independent Press of Bloomfield  
The Montclair Times  
Nutley Journal  
Nutley Sun  
The Progress, Caldwell  
Verona-Cedar Grove Times  
News-Record of Maplewood  
& South Orange  
Orange Transcript  
Vailsburg Leader  
West Orange Chronicle

#### Gloucester County

(D) Gloucester County Times  
Franklin Township Sentinel  
The News Report, Washington Twp  
Plain Dealer, Monroe Twp

#### Hudson County

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

#### Hunterdon County

Delaware Valley News  
Hunterdon County Democrat  
Hunterdon Observer, Flemington  
Hunterdon Review, Clinton

#### Middlesex County

(D) The Home News Tribune,  
East Brunswick  
Edison/Metuchen Sentinel  
North/South Brunswick Sentinel  
The Sentinel, East Bruns/Monroe  
The Suburban, Old Bridge  
Woodbridge Sentinel

#### Monmouth County

(D) Asbury Park Press, Neptune  
Atlanticville, Long Branch  
The Coaster, Asbury Park  
The Courier, Middletown  
The Examiner, Allentown  
The Hub, Red Bank  
The Independent, Middletown  
The News Transcript, Freehold  
The Two River Times, Red Bank

#### Morris County

(D) The Daily Record  
Chatham Courier  
Citizen of Morris Co., Denville  
Florham Park Eagle  
Hanover Eagle & Regional Weekly News  
Madison Eagle  
Morris News Bee  
Mount Olive Chronicle  
Neighbor News  
NJ Jewish News, Whippany  
Parsippany Life  
The Observer-Tribune  
The Randolph Reporter  
Roxbury Register

#### Ocean County

Beach Haven Times  
The Beacon, Manahawkin  
Lacey Beacon, Manahawkin  
New Egypt Press  
The Sandpaper, Surf City  
Tri-Town News  
Tuckerton Beacon

#### Passaic County

(D) Herald News  
Argus  
Clifton Journal  
The Gazette  
Passaic Valley Today  
Suburban Trends, Butler  
Wayne Today

#### Salem County

(D) Today's Sunbeam

#### Somerset County

(D) Courier News, Bridgewater  
The Bernardsville News  
The Chronicle, Bound Brook  
Echoes-Sentinel, Warren  
Messenger-Gazette, Somerville  
The Reporter

#### Sussex County

(D) The New Jersey Herald, Newton

#### Union County

Clark/Cranford Eagle  
Cranford Chronicle  
Elizabeth Reporter  
Independent Press, Summit  
Rahway Progress  
The Record-Press, Westfield  
Suburban News, Clark  
Summit Herald/Dispatch  
Summit Observer  
The Union Leader

#### Warren County

The Star-Gazette  
The Warren Reporter



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# STATEWIDE CLASSIFIED ADVERTISING NETWORK

## Ordering Information...



### Ordering Information

Fill out the form below and return it with your copy, along with payment to:  
NJPA, 840 Bear Tavern Rd., Suite 305, West Trenton, NJ 08628

Questions? Call Diane Trent: 609.406.0600 ext. 24. or email: dtrent@njpa.org

### Rates for New Jersey:

Effective February 2007

**\$415 NET**  
for up to 25 words

Ad appears in participating newspapers and on the NJPA website.

Each additional word = \$13 net  
Buy 4 consecutive weeks,  
get 5th WEEK FREE.

### Please fill out the information below:

Ad placement requires prepayment.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Company: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Run date: (week of) \_\_\_\_\_

Other states to include\* \_\_\_\_\_

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

Method of payment:  check enclosed  VISA  MasterCard  American Express

Card number: \_\_\_\_\_ Exp.: \_\_\_\_\_

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing address: \_\_\_\_\_

\*see separate rate sheet

### NJPA SCAN Advertising Guidelines:

#### 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 day 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 will also appear on the NJPA website, [www.njpa.org](http://www.njpa.org).

#### Common Classifications

Auctions, Notices, Community Events, Schools/Training, Help Wanted, Real Estate, Resort Property, Vacation Rentals, Mobile Homes, Recreational Vehicles, Financial Services, Business Opportunity, Pets/Supplies, Building Materials, Miscellaneous for Sale.

#### 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, or other ads that sell directories, job listings or instruction books, must state what the customer will be receiving & that a fee is involved.

#### Word-Count

Phone numbers (including area code) are counted as one word. Hyphenated words are counted as two words. City, State and ZIP Code count as one word each. Web addresses count as one word.



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