



New Jersey Press Association

Statewide Classified Advertising Network



Perfect for...

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

Affordable. Easy. Effective!

Imagine your classified ad...

- Appearing in 113 daily and weekly newspapers with statewide circulation of 1.6 million+
- Reaching 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. SCAN makes it easy to place your 25-word ad.

Reach audiences nationwide too!

We can place your ad in similar networks throughout the country. Call us for details.



New Jersey Press Association
810 Bear Tavern Road, Suite 307
West Trenton, NJ 08628
Peggy S. Arbitell: (609) 359-7381 - parbitell@njpa.org - www.njpa.org



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Participating NJ Daily & Weekly Newspapers

Northern Region - 85 Newspapers

Bergen County

The Record (D)
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
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

Middlesex County

Home News Tribune (D)
Cranbury Press
East Brunswick Sentinel
Edison/Metuchen Sentinel
North/South Brunswick Sentinel
South Plainfield Observer
Suburban

Monmouth County

Asbury Park Press (D)
Atlanticville
The Coaster
The Examiner
The Hub
The Independent
News Transcript

Morris County

The Daily Record (D)
The Citizen of Morris County
Florham Park Eagle
Hanover Eagle
The Madison Eagle
Morris NewsBee
Mount Olive Chronicle
Neighbor News
New Jersey Jewish News
Observer-Tribune
The Chatham Courier
The Randolph Reporter
Roxbury Register

Ocean County

Beach Haven Times
The Beacon
The SandPaper
Tri-Town News

Passaic County

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

Somerset County

Courier News (D)
Bernardsville News
Echoes-Sentinel
Hillsborough Beacon
Ledger Somerset Observer

Sussex County

New Jersey Herald (D)

Union County

Ledger Local
Suburban News
Union County Local Source

Warren County

The Star-Gazette
The Warren Reporter

Total Circulation for Northern Region

1,243,680

Southern Region - 28 Newspapers

Atlantic County

The Press of Atlantic City (D)
Atlantic City Weekly
Atlantic County Record
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 Pt
Egg Harbor News
The Hammonton News
The Mainland Journal
The Sentinel of Somers Point, Linwood and Northfield

Burlington County

Burlington County Times (D)
The Central Record

Camden County

The Courier-Post (D)

Cape May County

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

Cumberland County

The Daily Journal (D)

Gloucester County

South Jersey Times (D)
The Sentinel of Gloucester County

Mercer County

Hopewell Valley News
The Princeton Packet
Windsor-Hights Herald

Total Circulation for Southern Region

353,309

113
Daily & Weekly
Newspapers

Total Circulation
1,596,989

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

Ads also appear on websites of some participating newspapers.

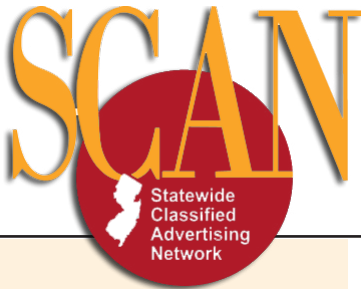


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Advertising Guidelines

Ad text is formatted according to each newspaper's standard style. Positioning within the classified section is up to each newspaper. Ad copy and pre-payment are required by noon Wednesday for publication the following week.

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 weekday 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 also will appear on the NJPA website, www.njpa.org.

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

Word Count

Phone numbers, including area code, count as one word. Hyphenated words, i.e. part-time, count as two words. City, state and zip code each count as one word each. Web addresses count as one word.

Ad Rates

Ads appear in participating New Jersey newspapers and on the NJPA website.

NJ Statewide

\$560 NET
for up to 25 words*

*Each additional word: \$14 net

NJ Regional Buys

North \$445 net
South \$195 net
for up to 25 words*

New!

Introducing
SHORT-SCAN
15 words for
\$430 NET*

Buy 4 weeks, get 5th week FREE.

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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