

NJNN STRATEGIC PLANNING COMMITTEE MEETING

September 14 • 10 am
NJPA Conference Room

RETIREMENT PARTY FOR JOHN O'BRIEN

September 23 • 6-9 pm
The Hamilton Manor
30 Route 156, Hamilton, NJ
For more details, see article on this page.

GOVERNMENT AFFAIRS COMMITTEE MEETING

September 28 • 11 am
teleconference

NJPA BOARD OF DIRECTORS MEETING

October 28 • 10 am
Forsgate Country Club,
Jamesburg

NJPA ANNUAL MEETING & LUNCHEON

October 28 • 12 noon
Forsgate Country Club,
Jamesburg

NJ PRESS FOUNDATION TRUSTEES MEETING

October 28 • 2 pm
Forsgate Country Club,
Jamesburg

Also coming in October:

PRESS CREDENTIAL APPLICATIONS

will be sent to newspapers

NJPA CONTEST RULES

will be sent to newspapers.
This year, entries will be
submitted as PDFs online.

Your next issue of *InPrint*
will arrive early in October.
The advertising and editorial
deadline is September 24.

For more information about
these events: www.njpa.org



JUNIOR STAFFERS are working hard to create perfect toasted marshmallows at NJPA's annual summer office picnic last month. Clockwise from lower left are Stephanie Sawicki, James Trent, Kristina Trent, Sarah Zengel, Raymond Sawicki and Greg Zengel. Stephanie and Raymond are the children of Denise Sawicki, NJPA's finance manager. James and Kristina are the children of Diane Trent, who manages NJPA's SCAN, 2x2 and Online ad programs. Sarah and Greg are grandchildren of NJPA Executive Director John O'Brien, and they look forward to spending more time with their Granpa when he retires at the end of this month.

Cafferty in new firm; hotline changes

NJPA's General Council Tom Cafferty has joined Gibbons P.C., one of the region's most respected law firms, effective August 2. His associates Nomi Lowy and Lauren James-Weir and legal assistant Linda Khoyan also moved from Scarinci & Hollenbeck to Gibbons.

Because of the move, NJPA's Legal Hotline phone number has changed. The new number is (973) 596-4863.

The hotline provides NJPA members with quick legal advice on issues regarding newspapers and other media — from the Sunshine Law and Open Public Records Act, to advertising, distribution and independent contractor regulations.

When you call, just be sure to say that you are making a "hotline call." The initial consultation is free.

Vezza now NJPA treasurer

The executive committee of the New Jersey Press Association elected Richard Vezza, publisher of *The Star-Ledger*, as treasurer of the association following the resignation of Frank Gargano, publisher of the *Gloucester County Times*.

Gargano served on the NJPA board since 2004 and had been treasurer since 2009.

Vezza became an NJPA board member in 1991, served as president of the association in 2000 and chairman of the board in 2001. After a one year hiatus, he rejoined the board in 2003.

Party to honor John O'Brien for his service

You've heard the news — NJPA's Executive Director John O'Brien is retiring after almost 20 years on the job.

NJPA is inviting everyone who worked with O'Brien during his years at NJPA and previously at various newspapers to join us at a party in his honor on Thursday, September 23 at The Hamilton Manor from 6 to 9 p.m.

The cost is \$65 per person, with a portion going toward the gift for O'Brien. RSVP by Sept. 14.

"We'll have an open bar and a hearty menu of hot and cold hors d'oeuvres," said Peggy Stephan, NJPA member services manager, who is helping to organize the event.

"The planning committee has lined up several speakers who will salute O'Brien's accomplishments at NJPA. But because this is O'Brien we are honoring, we expect many of them won't be able to resist sharing their favorite funny stories about him. We're looking forward to hearing them!" she said.

"In addition to a retirement gift, we are compiling a memory book and we welcome submissions from his friends and colleagues — but we need them by Sept. 10." Send photos, notes or mementos to Peggy at NJPA: 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019 or email them to pastephan@njpa.org.

For more information and to download the reservation form and directions to Hamilton Manor, go to njpa.org and click on Events.



LOOK AT THAT! NJPA Member Services Manager Peg Stephan shows off this recent donation from Al Palmer of Spring Lake — an old type drawer, complete with examples of wood and metal type. Palmer was director of production at the *NY Post*, and earlier was press foreman at the *Newark Evening News*. His gift is prominently displayed in the foyer at NJPA's office.

INPRINT

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New Jersey Press Association

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As I see it...

... With a little help from my friends

It was the fall of 1963 and I was a junior at Hunterdon Central High School in Flemington. It was a rainy evening as I walked through the parking lot after football practice, wet, covered with mud, heading for the showers with my helmet in hand. A car drove up next to me, stopped and the driver lowered her window. It was Bernadette Heaney, my English teacher, who said, "O'Brien I didn't know you played football?" I knew my coach might take exception to that statement, but, "Yes" I said, "I'm on the team." "Good" she replied. "You're the new sports editor of *The Lamp*" (the school paper). She then rolled up her window and drove away, leaving me a bit confused as I stared at her taillights through the downpour.

And so it began.

After 45 years in the newspaper business, I will be retiring as executive director of NJPA on September 30. Like most people who reach this stage of their careers I didn't make it this far on my own. Miss Heaney was the first of many who gave me a gentle nudge, offered sound advice or just plain shoved me in the right direction. Throughout my newspaper stint I have had the honor of working with and for some truly terrific people. I want to use this last column to tell you about a few of them and why they were so important to me.

Bernadette Heaney taught me that no one simply follows a path they love. "You don't know you have a passion for something until it is introduced to you," she said. "It's like cherry pie. You might love it, but unless someone bakes one and offers you a piece, you'll never know you love it!" She said her role as a teacher was, "to introduce young people to journalism and the seed would sprout from there." It sure did!

It was **H. Seely Thomas**, publisher of the *Hunterdon County Democrat*, who gave me my true start in the business. Seely taught me the value of a solid, well-respected weekly newspaper and how it is so important to the fabric of a community. He taught me that the integrity of the paper was more important than anything... even profit. We once had a long discussion at a department heads meeting about a large advertiser who was threatening to pull out of the paper because of a pending story about his business practices and their effect on the community. In the end, Seely asked our editor one simple question. "Are the allegations true?" he asked. The editor said yes and Seely simply said, "Run it!" The person in question was not only a regular advertiser who spent lavishly in the paper, but he was also a personal friend of Seely's, which is so often



John J. O'Brien
Retiring Executive Director
New Jersey Press Association

the case in weekly journalism circles. It took guts and I learned from it.

Ed Mack was, for many years, the editor and then the general manager of the *Democrat*. Ed was a terrific newsman who always knew the pulse of the county the newspaper served. Unlike many editors I've met during my career, however, Ed had an in-depth knowledge and understanding of the entire newspaper business; including advertising, circulation and production. That made him unique and a great teacher. He also had the ability, like many editors, to say a lot with just a few words. I once made a long and passionate plea to the department heads that more attention should be paid to the classified department (I was classified manager at the time) and why it was so important to the future of the newspaper. I had graphs and charts and all of the managers watched intently as I poured it on. When I had finished, Ed sat back in his chair and spoke a few words that put all my hyperbole in perspective. He said, "John, we call it a NEWSpaper for a reason"! With those few words I realized I had missed the point with my presentation....and I learned.

Palmer Bateman's family owned Somerset Press Newspapers, a group of three weeklies serving Somerset and Middlesex Counties, when I joined them after an 11-year stint in Hunterdon. On the day he hired me Palmer sat me down in his office and asked, "How old are your kids?" "Daughter Kelly is three and son Tim is two," I replied. "Good!" he said. "While you are employed here, don't you ever miss a class play, don't you ever miss a concert or a football game!" He intimated that he had missed those things and he regretted it every day of his life. I took his advice and I never did. I would leave the newspaper on a Monday afternoon at 3:30 and drive to Hackettstown or Belvidere and be the only person sitting in the

stands, in the rain, at a JV football game. But the words my son whispered in my ear as we hugged on the day he played his last college game, "Dad, you were always there!" made it all worthwhile. I thank Palmer for that and for a lot more sage advice he gave me about the newspaper business and life in general before his untimely death in 1986.

Malcolm Forbes, who purchased Somerset Press Newspapers in 1987, was the most unlikely person to influence my life. After all, I had rarely been out of New Jersey and he was a globe-trotting, balloon-flying, multi-millionaire jet-setter with business friends in high places throughout the world. He had personal friends like Elizabeth Taylor hanging on his arm on a regular basis. He purchased Somerset Press (I was publisher there at the time) because he always had a love of local, weekly journalism ever since doing his thesis at Princeton on the subject. I soon found myself riding motorcycles with the likes of Harrison Ford and Bruce Springsteen and flying around in private jets with Liz and Malcolm. All during my "15 minutes of fame" Malcolm had the amazing ability to switch gears and talk to me about what was important to him and his newspapers. He taught me that attention to detail is mandatory for any successful venture. Each week our newspapers (they grew from 3 to 15 under his tutelage) would be FedEx-ed to him wherever he was in the world. And occasionally on a Sunday morning at 7 a.m. my home phone would ring and it would be Malcolm, calling from his chateau in France, apologizing because he had forgotten the time difference, but making me aware that we had misspelled Mrs. Chartenson's name on Page 6 in last week's edition of the *Hills-Bedminster Press*. It was incomprehensible that someone with worldly events on his mind, in another country, would pay that much attention to the detail of a 3,000 circulation weekly. I learned a great deal about publishing and life from Malcolm.

There were, of course, others who have influenced and guided me through the years. People I admire and respect like **Mac Borg, Mark Newhouse, Cort Parker, Jules Plangere, Don Lass and Jerry Aumente**. You may not recognize all the names, but they are indelibly etched in my brain for their contributions to my success in the newspaper business.

It has indeed been an honor to sit in this chair for the past 20 years. I will miss this monthly one-sided chat I've had with you for all that time. I hope you enjoyed the tidbits as much as I enjoyed sharing them.

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Find newspaper news and resources quickly on NJPA's Facebook page. Just go to www.facebook.com and search for New Jersey Press Association.

People & Papers

Aumente will appear on TV

Jerome Aumente can be seen on the public television program "The Open Mind," moderated by Richard Heffner.

Aumente will discuss trends in newer digital media, the Internet and the impact on journalists and journalism education, the role of citizen journalists, and how foundations can help foster innovative approaches to the dissemination of news and information.

He also will discuss journalists in peril and what can be done to assist those whose lives are threatened in the course of their work or who suffer from post-traumatic stress. Among other examples, he discusses the stressed-out Iraqi journalist who was one of his seminar participants and who, months later, threw his shoes at President Bush during a press conference in Baghdad to protest the war.

Aumente is a former Rutgers professor and is the author of NJPA's 150th Anniversary book "From Ink on Paper to the Internet." In recent decades he has made many trips abroad to discuss these topics at the behest of journalism organizations or the U.S. Department of State.

The show aired originally on Aug. 28 at noon on Channel 13, WNET in New York-New Jersey area. It will be rebroadcast on CUNY-TV, channel 75, on Sunday, Sept. 19 at 9:30 a.m. and 8:30 p.m., and again on Monday, Sept. 20 at 8 a.m., 2 p.m. and 8 p.m.

For more information: <http://www.theopenmind.tv>



SOCIAL COMMENT: Jimmy Margulies, editorial cartoonist of *The Record*, created this cartoon for the November 9, 2009 issue of the paper, at a time of widespread concern about swine flu. It was one of five that earned him the 2010 Clarion Award for editorial cartoon portfolio from The Association for Women in Communications.

Margulies wins Clarion Award

Editorial cartoonist Jimmy Margulies of *The Record* has won a 2010 Clarion Award from The Association for Women in Communications.

Clarion Awards recognize those who demonstrate excellence in clear and concise communications. Margulies was honored for a portfolio of five cartoons from 2009. The AWC said they "showed true excellence in communications creativity, conciseness and dedication."

Margulies won the same award in 2007 and 2008.

The Clarion competition, now in its 38th year, is one of

the most prestigious competitions of its kind in the country. The 2010 competition attracted entries from 30 states and three nations.

Founded in 1909, the AWC has nearly 3,000 members worldwide. The organization champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership, and positioning its members at the forefront of the evolving communications era.

There were 90 winners in this year's competition, which included many different media categories.

Montclair Times to sell building

North Jersey Media Group, publisher of *The Montclair Times*, is under contract to sell the Times' facility at 114 Valley Road to Choice One Real Estate Ventures Montclair LLC. The sale is contingent upon Choice One obtaining municipal approvals.

Choice One is the parent company for Physicians Choice Dialysis which develops, man-

ages and owns dialysis facilities across the nation.

Kathleen Hivish, publisher of *The Montclair Times*, said "the building is too big for us. Thanks to new technology, much of our staff is out and about in Montclair all day. The result is that we have too much space. We are relocating within the city. We are not leaving Montclair, that's for sure."

Jay Langley honored

Former NJPA board member Jay Langley will be honored Sept. 23 for "four decades of service to our community."

Langley was a reporter and editor at the *Hunterdon County Democrat* newspapers for more than 35 years, 20 of those as executive editor. He is the husband of NJPA Communications Manager Catherine Langley, former publisher of the *Democrat* and herself a former member of NJPA's board.

The dinner is being sponsored by the Round Valley Youth Center, an 82-acre facility for outdoor recreation and education in Hunterdon County. The youth center has 1,800 feet of shoreline on Round Valley Reservoir and is contiguous to the 3,684-acre state recreation area surrounding the reservoir.

In the early 1970s, when Langley was a part-time editor and part-time canoe guide, he lived

in an old chicken coop at RVYC.

Since then, in addition to helping with many community projects and organizations, Langley has taught whitewater canoeing and water safety skills to more than 15,000 people of all ages.

The event will be held at the Hunterdon Hills Playhouse in Perryville, Hunterdon County. Tickets are \$75 and proceeds will benefit the youth center's programs and facilities.

"It's a busy night," Langley said. "That's also the evening of John O'Brien's retirement party at NJPA — which is where I'd be otherwise."

Those who cannot attend the Langley dinner but who wish to make a tax-deductible contribution to RVYC, Inc. may do so at PO Box 424, Lebanon, NJ 08833.

For details, or to put an ad in the evening's booklet, call 908-797-1427.



Langley

Obituary

William Hottinger, 93

William D. Hottinger, a long-retired Linotype operator for the *Jewish Daily Forward*, died July 27. He was 93.

He passed away in the Hospice of New Jersey at St. Joseph's Hospital in Wayne. The funeral was from the Quinn-Hopping Funeral Home, Livingston, on Aug. 2, followed by a Funeral Mass at St. Philomena R.C. Church.

Born in New York City, Mr. Hottinger lived in Staten Island, for more than 50 years before moving to Livingston. He was a linotype operator for the *Jewish Daily Forward* in New York City for more than 20 years before retiring.

He served in the Army during World War II, receiving the Distinguished Unit Badge, Good

Conduct Medal, and a European-African-Middle Eastern Service Medal for service in Normandy, Naples-Foggia, North Apennines, Tunisia, northern and southern France, Rhineland, Rome-Arno and Sicily.

Mr. Hottinger was the beloved husband of Nella (nee Nora) for 68 years; father of Rena Hottinger and James Hottinger; also survived by grandchildren Joshua and Seth Finkelstein, and brothers James and Victor. He was predeceased by his brother Albert.

Contributions in his memory may be made to Feed the Children, PO Box 36, Oklahoma City, OK 73101 or Make-A-Wish Foundation of NJ, 1034 Salem Road, Union, NJ 07083.

Please send YOUR news to InPrint!

Email news about your people and company to Catherine Langley: clangley@njpa.org

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NJPA Government Affairs Public Notice Update

George White

Summer heat

The summer months have been anything but sleepy for NJPA's Public Notice Task Force.

In July the state Senate Budget Committee (SBC) unanimously moved S2072. If enacted and signed, the bill would allow any NJ government entity to meet its legal public notification requirements by self-posting notices on its own website "in lieu of newspapers."

Following Trenton's hard-fought, partisan budget battles of the spring, the SBC felt extraordinary pressure to move this bill. In particular, the 2% cap on property tax increases, passed on July 12, threw municipal officials into a panicked cry for legislative cost relief.

Since this bill was first introduced in 2004, the NJ League of Municipalities has been mostly neutral on it — and with good reason. But despite the poor public policy implications and their understandable reluctance to enter the very real business of providing legal public notification, the League felt compelled to actively support the bill this time.

* * *

Since July, members of NJPA's Public Notice Task Force have been meeting quietly with myriad state officials. As well as pointing out all the principled public policy issues that make "internet-self-posting" a bad idea, Task Force members have been helping officials to analyze the economic impact that municipalities and state bodies must expect if they choose to enter this complex business.

The annual information technology (IT) costs alone for implementing and maintaining a secure, fully searchable, legal notice system *far exceed what most towns now spend paying newspapers to print and post their legal public notices.* Proper security, storage, retrieval, printing functionality, indexing, and search, are among the basic features required to enter the public notice business. They must have "real publishing websites," including a content and document management system (CDMS) hosted on a secure environment.

We are showing legislators that:

- Government entry into the legal public notice business isn't the same as posting a town's recycling schedule on its electronic bulletin board.
- Improper posting, errors, or disruptions of website access — whether intentional or acci-

dental — could result in serious consequences such as the halting of previously approved projects, the rebidding of projects, the invalidation of government actions, the voiding of property sales, the invalidation of bond ordinances, and the increased likelihood of legal challenges to government actions by opposition groups.

For most municipalities, all it takes is an objective look at the IT factor to make "government Internet-only" an economic non-starter. But for big cities and counties who may still think they see a chance to save some money, the overall economic impact of S2072 involves substantially more than Internet costs.

Such practical considerations now being put before the legislators include:

- Additional municipal labor expenses and legal costs
- Continuing loss of state income tax receipts due to the private industry revenue loss newspapers would endure
- Increased unemployment benefits (millions) for laid-off newspaper employees
- Loss of payroll tax on newspaper employees

We trust that all the additional economic implications, on top of our strong public-policy arguments, together will help legislative leaders see the wisdom of NJPA's "amendatory language" to S2072. This proposal provides an immediate guaranteed reduction in "government-paid" legal public notices" of 40% and a corresponding increase for the second category of legals, namely "private-party-paid" legals. Those are the public notices required by law but paid for by private interests, not by government/taxpayer dollars.

The NJ Legislature, by the way, has held the rates for all legal public notices at the same level since 1983 — that's 27 years. Since private-party-legals are generally placed by one-time advertisers; since the cost of living has gone up 123% since 1983, and since most private party legals cost somewhere in the \$40-to-\$50 range, a 40% increase is actually quite reasonable and palatable.

NJPA member publishers are welcome to contact me at 609-406-0600, ext. 30 or gwhite@njpa.org for a complete package of our latest reports.

Citizens' Campaign raises concerns about legals bill

The Citizens' Campaign is raising concerns about a bill being fast-tracked through the legislature and touted as a cost-saving measure, but at the end of the day results in less competition and less integrity in the government.

Bill S-2072/A-2082 allows municipalities to forego publication of public notices in a newspaper and instead enables them to publish on their own website. The bill was released from the Senate Budget Committee last week.

Citizens' Campaign Chair Harry Pozycki said, "Publication of government notices are a worthwhile expenditure that serves the public by providing a concrete record to hold government accountable and by informing citizens of government action. In today's fast-paced wireless world, websites can be edited or deleted by a single click of a mouse, with little or no oversight."

NJSPJ celebrates 50th anniversary

The New Jersey Society of Professional Journalists invites members and friends to celebrate 50 years of professional camaraderie with food, booze and great conversation, including words of wisdom from past presidents.

The event will be Tuesday, Sept. 14 from 6:30 to 11 p.m. at the Crowne Plaza, Route 1, Edison. Cost is \$37 per person. RSVP to David Ledlevitt@bloomberg.net or dml125@verizon.net.

Those who plan to take the train or bus to the party can arrange to be picked up at the station by contacting David Levitt at dlevitt@bloomberg.net or dml125@verizon.net.

The Campaign also points out that it is counterintuitive for municipalities to solicit bids and proposals on their websites, when publication in a newspaper would reach a broader pool of potential bidders.

"When the talk of Trenton is government waste-cutting, we should be encouraging increased competition for lower cost contracts, not limiting it," said Pozycki.

Pozycki also noted that, the New Jersey Press Association provides an online search feature which pulls together every public notice published in the state, providing a statewide system for searching bids and local laws. Removal of public notices from newspapers would eliminate the ability of businesses to search bid opportunities.

Beyond transparency and accountability issues, there is still a large portion of citizens who wouldn't have access to online web notices. According to Pew Internet and American Life Project 26% of the American population still does not have internet access, and that number jumps to 62% when you look at internet users 65 and older.

The Citizens' Campaign is a non-partisan organization leading the Jersey Call to Service, a statewide campaign to replace New Jersey's culture of corruption and government waste with a culture of service and frugality.

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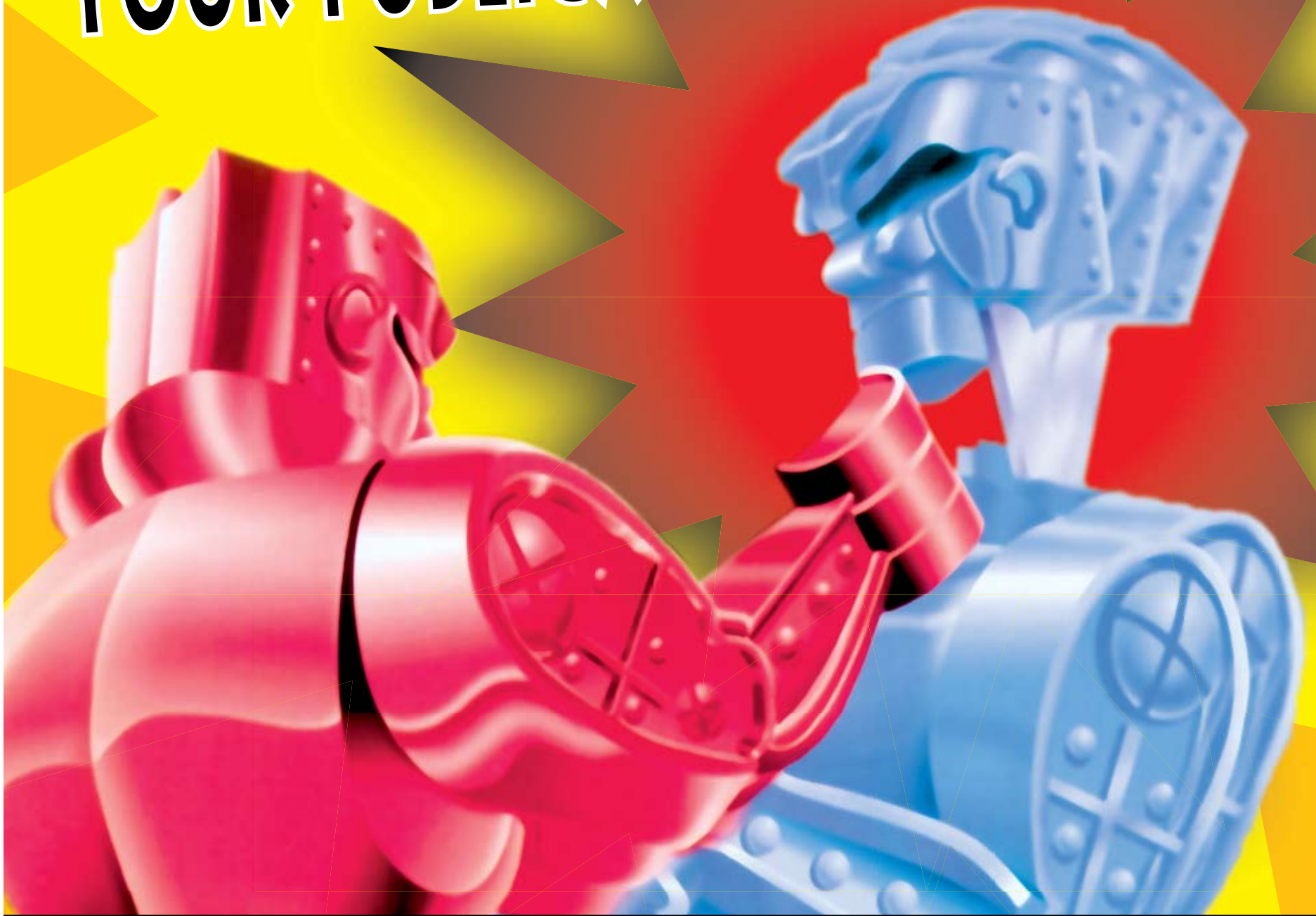


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New Jersey Newspaper Network

Amy Lear
NJNN Director

Remember the basics

Some advertisers *want* to spend money! And when they do, I hope we're all prepared to help them invest it...wisely.

We can do this by remembering a few basic communication steps that simplify the buying experience and make it a pleasure for advertisers to include newspapers in their media plan.

Why does this topic come to mind? Well, when the NJNN team calls newspaper reps for information, we experience firsthand what an advertiser or agency experiences. Thus we can offer our members "customer feedback" that many companies would pay thousands of dollars to collect and analyze. (What a great secret weapon!)

Take, for example, an email I sent to a newspaper rep this week — I asked for the cost, ad dimensions, deadlines and related details for a September special section opportunity. I was working with a client who wanted to ADD this section to a current plan.

In response, I was told only (and I paraphrase here) that the section runs at the end of September and that a sponsorship block was available. Or, a separate strip-ad unit could be purchased for a flat rate which included an online component.

I didn't get a price, an ad dimension or a deadline. How could I possibly turn around and tell the agency what to add to their plan?

This same frustration applies to rate cards, too. Some newspapers are experts at listing a description of their market and their unique sales strengths on a rate card. Others offer the impression that inch rates and deadlines are all that matter.

The best rate cards include, at the very least, the following information:

- Map of your market area, labeled by county (remember that agencies are often out of state and unfamiliar with New Jersey)
- Day(s) of publication; weeklies should list the actual pub day, not just "weekly"
- Whether rates are net or commissionable/gross
- Page AND column or modular dimensions
- Deadlines for reservations and material
- Material delivery address and production contact phone number and/or email

- Circulation
- Demographic data and special opportunities

The hint is to imagine that an agency or prospective advertiser is unfamiliar with your newspaper. And to remember — media planners are usually compiling a spreadsheet of pertinent information about several publications side-by-side for comparison.

Review the top card at right. Then ask yourself — could you price and place an ad in this paper?

Now look at the middle card and ask yourself the same question.

It's an added bonus when the rate card actually helps media planners to reinforce their recommendations! Like the bottom example.

(Note: These sample rate cards are not current and have been used for illustration only.)

If you would like feedback about your rate card and overall sales communication, please send a note to aclear@njpa.org. I will poll our staff and, if you wish, even ask other press associations for objective reviews.

We're in the business of advertising and marketing, but we sometimes forget to check that we're putting our own best foot forward. Stick a sticky note on your forehead if that's what it takes!

And during these challenging times also remember that you've got something extra in your sales arsenal — feedback and advice from the experts at your state association.

Our commitment to quality service

NJNN understands the complexity of media planning and execution, especially as it pertains to newspapers. Our team works hard to customize network buys exactly the way an agency specifies. NJNN knows New Jersey's newspapers inside and out — their rate cards, frequency discounts, volume levels, repeat rates, space deadlines, mechanical specs, material delivery guidelines, circulation, websites, household penetrations by county, by ZIP and more! If a media buyer needs information that isn't on file, NJNN obtains it quickly by communicating with newspaper advertising executives. We take pride in serving both NJPA members and our advertisers with dedication and attention to detail!

DISPLAY ADVERTISING RATES*					
#	AREA	OPPN.	13 WEEKS	26 WEEKS	52 WEEKS
40	Ormond Beach	\$15.70	\$12.50	\$11.50	\$8.75
41	Daytona Beach/Holly Hill	\$15.70	\$12.50	\$11.50	\$8.75
42	Port Orange/Ponce de Leon/Daytona Bch Shores/So. Daytona	\$15.70	\$12.50	\$11.50	\$8.75
43	New Smyrna Beach/Edgewater/Oak Hill	\$16.70	\$12.50	\$11.50	\$8.75
26	Titusville/Port St. John	\$16.75	\$12.25	\$11.25	\$9.35
25	Merritt Island/Cocoa Beach/Cape Canaveral	\$17.80	\$13.00	\$11.70	\$10.20
24	Rockledge/Cocoa	\$16.75	\$12.25	\$11.25	\$9.35
23	Sunrise/Viera	\$14.50	\$11.00	\$10.10	\$8.50
22	The Beaches	\$14.50	\$11.00	\$10.10	\$8.50
20	Melbourne	\$16.75	\$11.00	\$11.25	\$9.35
21	Palm Bay	\$16.75	\$11.00	\$11.25	\$9.35
7	Sebastian River Area	\$14.50	\$11.00	\$10.10	\$8.50
6	Vero Beach	\$17.50	\$13.00	\$11.70	\$10.20
3	Fort Pierce	\$14.50	\$11.00	\$10.10	\$8.50
5	Port St. Lucie	\$17.50	\$13.00	\$11.70	\$10.20
4	Martin County	\$17.50	\$13.00	\$11.70	\$10.20
8	Jupiter/Tiquosita/Juno Beach	\$17.50	\$13.00	\$11.70	\$10.20
10	Palm Beach Gardens/No. Palm Beach	\$17.50	\$13.00	\$11.70	\$10.20

*Advertising must be consecutive weeks. Prices per column inch. 5 col x 20" = 120" page. Min. Ad Size = 4"

MULTIPLE PAPER DISCOUNTS 2-3 papers - 10% 4-6 papers - 14% over 7 papers - 18%

Display Rates

SINGLE PUBLICATIONS	CIRCULATION	COLUMN INCH RATE	AGENCY DATE	COLORS PER INCH
Montgomery County (Wednesday/Tabloid)				
Gaithersburg (incl. Mont. Vll.)	42,637	27.23	32.04	\$4.00
GermanTown (incl. Frederick)	30,466	16.22	19.09	\$4.00
Rockville (incl. Aspen Hill)	33,079	24.35	28.64	\$4.00
Potomac (incl. N. Potomac)	22,629	17.79	20.93	\$4.00
Bethesda (incl. Chevy Chase & Kensington)	43,761	28.86	33.95	\$4.00
Silver Spring (incl. Takoma Park)	25,126	23.11	27.18	\$4.00
Olney	16,214	14.80	17.18	\$4.00
Burtonsville	25,317	20.12	23.67	\$4.00
Damascus	9,907	10.58	12.45	\$4.00
Wheaton	25,630	24.49	28.79	\$4.00
Full Montgomery County	274,376	165.50*	182.94*	\$30.00*
*Includes Combination Discount				
Prince George's County (Thursday/Tabloid)				
The Bowie Star	24,921	21.37	25.14	\$4.00
College Park/Greenbelt	22,589	21.37	25.14	\$4.00
Hyattsville/Port Towns	20,755	21.37	25.14	\$4.00
Landover/Neer Carolton	25,754	21.37	25.14	\$4.00
Lanham/Largo	29,884	21.37	25.14	\$4.00
Luxon	28,343	21.37	25.14	\$4.00
Upper Marlboro Star	15,199	15.58	18.45	\$4.00
Clinton/Fort Washington	31,755	20.55	24.18	\$4.00
Full Prince George's County	200,200	164.27*	122.67*	\$25.28*
*Includes Combination Discount				
Frederick County (Thursday/Tabloid)				
Frederick Gazette	69,321	23.74	27.93	\$4.00
Frederick, New Market/Urbana, Mount Airy, Valleyville/Thurmont, Middletown/Brutswick	21,354	15.76	18.54	\$4.00
Mount Airy/Orleans only				
Carroll County (Thursday/Tabloid)				
Sykesville/Eldersburg	13,503	12.39	14.57	\$4.00
Full Run				
All Mid-Week Editions	557,400	285.15*	311.95*	\$52.00*
*Includes Combination Discount				
The Gazette of Politics and Business (Friday/broadsheet)				
Pick-up Rate**	20,000	24.15	28.40*	
Small Business Rate***		\$9.25/inch		
Add 25% for full color for The Gazette of Politics & Business				
*Agency Discount: 15% on gross billing to recognized agencies				
**Pick-up Rate: clients placing advertising in the midweek Gazette, can pick-up the same ad in the Politics Section of the Gazette of Politics and Business at a discount rate				
***Small Business Rate: For those clients with 50 or fewer employees, we place advertising into the midweek Gazette. They can pick-up the same ad into the Politics section of the Gazette of Politics and Business at a discounted rate				

Combination discounts for Column Inch Rate

Number of Papers	Discount	Number of Papers	Discount
2	10%	12	27%
3	13%	13	29%
4	15%	14	31%
5	17%	15	33%
6	19%	16	35%
7	21%	17	37%
8	23%	18	39%
9	25%	19 or more	41%

Number Combined discount after combo discounts

Discounts for Advertising Contracts:

7%	13x in 6 months
12%	26x in 1 year
20%	52x in 1 year

Mechanical Requirements:

Tabloid 5 columns per page	Broadsheet 6 columns per page*
1 col. 10x6 1.75"	6 col. 11x17 9.5"
2 col. 22x2 3.75"	Depth full page 20"
3 col. 33x3 5.50"	Total inches/page 120"
4 col. 44x4 7.50"	Double truck 240"
5 col. 55x5 9.50"	
Depth full page 13"	Ads of 11.5" or more will be charged at full depth. A 6.5" or more will be charged at full depth. A 6.5" or more will be charged at full depth.
Total inches/page 60"	85 inch screen for halftone is used.
Double truck 120.5"	

Deadlines:

Space: All Montgomery ads - Friday prior to publication at noon
Space: All Prince George's ads - Friday prior to publication at noon
Space: All Frederick, Sykesville/Eldersburg & Mount Airy - Friday at 5 p.m.
Color: Thursday prior to publication at noon
Inserts: Thursday prior to publication at noon
Camera ready: Friday at 5 p.m.
Electronically transmitted: Friday at 5 p.m.

Ads for Proof:

Retail - Wednesday prior to publication at 5 p.m.
Real estate display - Thursday prior to publication at 4 p.m.
Contact your marketing consultant about where to ship/send your insertion orders and ad materials. Call 301-948-3120.

Real Estate - Gaithersburg and Germantown are sold in combination only for real estate display ads. Montgomery County, with the exception of Olney and Wheaton, features broadsheet Homes sections. See this page for mechanical specifications.

Circulation numbers are derived from VAC publisher's statement, press order at time of media kit publication and planned growth. Numbers may vary throughout the year.

About Our Readers.

As a local business competing for market share, you need to make sure your advertising reaches the right people. And the source that more households use to find local award-winning news, sports and entertainment information is The Gazette.

The Power of Suburban Newspapers
The Gazette is your link to nearly 557,400 households, with The Gazette reaching over 80% of residents in the communities we serve. In fact, The Gazette reaches over 50 Maryland communities/suburban areas where residents are typically:

- Affluent
- Homeowners
- Families
- Educated
- Diverse

That means that not only do more people receive your advertising message, they are also more likely to be able to purchase your goods and services. Our circulation gets you in front of more customers in your local area than any other local publication, so you get complete market penetration.

Because The Gazette is center-delivered, your advertising message not only reaches the right audience, it reaches them in a credible, newsworthy publication - not stuffed in a mail box among piles of direct mail and coupons.

More than 557,400 households receive their Gazette each week. The Gazette publishes 22 editions reaching 50 communities weekly. Gazette.net receives over 1.5 million hits per month.

WE CAN HELP!

NJNN exists to help our member newspapers increase their revenue. With that objective in mind, the NJNN staff is happy to offer suggestions for improving your essential advertising sales tools — your rate card, media kit and other sales communications.



609/570-4131
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tnoble@aaamidatlantic.com

700 Horizon Drive
Hamilton, NJ 08691

Tracy E. Noble
Manager, Public & Government Affairs

CCNJ

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www.chemistrycouncilnj.org

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Project 9-11

Student Journalism

How are they now—the children of 9-11?

And what are their perspectives, 10 years on?

Such questions are at the heart of a program being launched by NJPA and Rutgers University in which student journalists will ask children of those who perished in the 9-11 attacks how they're doing, where they are, and what they're doing now. What trials and triumphs have the decade brought?

The program will involve both college and high school journalists, working under the supervision of Rutgers professors and some of New Jersey's top newspaper editors.

The results will be available in NJPA member newspapers and on the web next September, when media across the nation and around the world are observing the 10-year anniversary of the Sept. 11, 2001 terror attacks.

"The 9/11 Student-Journalism Project" will start officially next spring, although the necessary groundwork has been underway for months. The aim of the project is to be informative for the public, as well as being educational for the student journalists and meaningful for their sources.

Because of New Jersey's location, the emphasis will be on interviewing those who lost parents and other family at the World Trade Center.

"It's a multi-phased enterprise," said Ron Miskoff, a lecturer in journalism at Rutgers and the person who will be running the project at the university. "High school and college journalists will be interviewing, essentially, their peers—other young people who were affected deeply and personally by one of the most powerful and formative events of our time."

In addition to articles for NJPA member newspapers, the project will result in a new multi-media website, which will display the articles and photographs that the students produce, along with ancillary materials, public comments and reactions.

The program is being funded by a New Jersey Press Foundation grant and by generous support from the North Jersey Media Group Foundation. George White, director of NJPF, has been working with Miskoff to create a program to inspire young journalists about a serious issue and, at the same time, show them the future viability of news journalism in New Jersey—whether in print or online.



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"The planning is going well," said White. "We are coordinating the Rutgers efforts with those by the Garden State Scholastic Press Association (GSSPA), and by NJPA-member publishers, editors, and photographers who will provide hands-on coaching as the students generate their work."

Next spring, about 20 collegiate journalists will take an upper-class 3-credit course taught by Miskoff. They will be teamed with exceptional high school journalists selected by the GSSPA, the statewide organization of high-school newspaper advisers, and these teams will be encouraged to write articles about the project for their high school and college newspapers. The high school students will have access to all the material taught in the college course, to webinar-style sessions, and to online chats with the college students.

Experienced newspaper and web editors will be matched with student teams, preparing them to conduct sensitive interviews of victims' children who are now their peers. These interviews will chronicle their personal stories of loss and its aftermath; of how they have been coping and moving forward; of how their experience has influenced or shaped their current views; and of ways they are now remembering their parent.

The project is being administered at Rutgers by its Journalism Resources Institute and the Department of Journalism and Media Studies, all headed by Prof. John Pavlik—who also serves on the NJPA board of directors.

Rutgers and the GSSPA will work with NJPA member newspapers to assist the student journalists with concepts, storytelling, editing, photography and art, production and publishing. All participants will use a Rutgers computer system called Sakai to stay in touch with each other and the professional news staffers, but they will also meet in person three times during the semester.

"Technically, this is just a course in narrative journalism," said Pavlik, "but it will involve an unprecedented level of cooperation with NJPA members and staff, the GSSPA teachers, Rutgers professors and support people. In the end, we hope to have a product that will teach the students good journalism, tell the stories of the victims' children in a compelling, respectful way, and serve the readers of New Jersey newspapers."

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