

Retail 2006 ADVERTISING RATES • EFFECTIVE JANUARY 1, 2006



I. Any bill tendered by Publisher shall be conclusive as to the correctness of the item or items therein set forth and shall constitute an account stated unless written objection is made thereto within ten days from the rendering thereof.

J. The Advertiser or Agency may not use any space for the advertisement either directly or indirectly of any business organization, enterprise, product, or service other than that for which the advertising space is provided by Publisher, nor may Advertiser or Agency authorize others to use any advertising space.

K. Orders containing restrictions, or specifying position, facing, editorial adjacency, or other requirements may be accepted and inserted, but such restrictions or specifications are at Publisher's sole discretion.

L. If it becomes necessary to place with an attorney for collection any claims for funds due under the terms of this agreement, then Advertiser and Agency agree to pay to Publisher a reasonable attorney's fee of twenty-five (25) percent of the balance then unpaid.

M. Typographical errors by Publisher in published advertisements shall not constitute a breach of contract, but shall, if brought to the Publisher's attention no later than five (5) working days after the advertisement appears, entitle Advertiser to credit for actual space of error on the first

insertion only, unless a proof of the advertisement was furnished to or by the Publisher, in which event Advertiser and/or Agency shall accept full responsibility.

N. Publisher's liability for failure to publish an advertisement shall not exceed a refund of or credit for Publisher's charge for such advertisement.

O. Advertiser and Agency recognize that the copyright in any advertisements created by Publisher is owned by Publisher. As to all other advertisements, Advertiser and Agency agree that Publisher has the non-exclusive right, for the full term of copyright, by itself or through third parties, to republish and reuse any advertisements submitted hereunder in any form in which the advertisements may be published or used (in any media now in existence or hereafter developed) in whole or in any part, whether or not combined with material of others.

P. The foregoing terms, as well as the terms contained elsewhere in this rate card and in Advertiser's contract with Publisher, shall govern the relationship between Publisher and Advertiser and Agency. Publisher has not made any representations to Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing signed by Publisher, no other terms and conditions in insertion orders, copy instruction, letters, or otherwise will be binding on Publisher.

Circulation of Evening Journal Association Weekly Newspapers, by ZIP Code

City	ZIP	Waterfront Journal	El Nuevo South	El Nuevo North	Kearny Journal	Bayonne Journal	Secaucus Journal	Totals
Hoboken	07030	20,468						20,468
Jersey City	07302	2,062						2,062
Jersey City	07310	4,286						4,286
Jersey City	07305	514				16,298		16,812
W. New York/Guttenberg	07093	3,928		15,972				19,900
Union City	07087		19,863					19,863
Weehawken	07068	928	1,730					2,658
Secaucus	07094						5,800	5,800
North Bergen	07047	1,385		13,846				15,231
Bayonne	07002					21,035		21,035
Kearny	07032				11,883			11,883
Harrison/E. Newark	07029				4,823			4,823

Source: U.S. Postal Service report, week of November 2, 2005

The Evening Journal Association

30 Journal Square • Jersey City, NJ 07306
(201) 653-1000 Fax (201) 217-2455
www.thejerseyjournal.com

Member Audit Bureau of Circulations, Certified Audit of Circulations, The Newspaper Association of America, New Jersey Press Association

1. Personnel

Publisher	Kendrick Ross (201) 217-2460
Editor	Judith A. Locorriere (201) 217-2575
Advertising Director	Paul Lanaris (201) 217-2430
Advertising Sales Manager	Tom Pritchard (201) 217-2546
Retail Advertising Fax	(201) 217-2455
Operations Director	Denise Copeland (201) 217-2439
Production Manager	Gwen Ramsey (201) 217-2508
Credit Manager	Marguerite Clark (973) 392-4130
Accounting Manager	Carole Brady (201) 217-2424
Customer Service Director	Sharon Ambis (201) 217-2590
Circulation Director	Mandy Otero (201) 217-2524
Marketing Manager	Pamela Bryce (201) 217-2593

2. Representatives: Metro Suburbia Inc.

711 Third Ave., 15th Floor
New York, NY 10017
(212) 697-8020

37000 Grand River, Suite 330
Farmington Hills, MI 48335
(248) 426-4202

211 E. Ontario St., Ste. 1700
Chicago, IL 60611
(312) 337-6242

925 S. Federal Hwy.
Boca Raton, FL 33432
(561) 750-1700

30000 Mill Creek Ave., Suite 225
Alpharetta, GA 30328
(770) 779-4910

6300 Wilshire Blvd.
Los Angeles, CA 90048
(323) 965-3677

3. Commissions

All retail advertising rates are net.

3a. Tearsheets

Electronic tearsheets can be e-mailed to you in PDF format. To sign up for the service, fill out the form at <http://www.thejerseyjournal.com/tearsheets>.

THE JERSEY JOURNAL

5. Black and White Rates

Monthly earned rates: Per column inch. Annual contract rates available.

Inches/month	Full run	Jersey City/ North Hudson	Bayonne
Open	\$46.08	\$34.12	\$13.60
5-20	40.91	30.13	12.14
21-100	37.09	27.56	10.97
101-200	34.70	25.59	10.14
201-400	33.06	23.28	9.72
401-800	31.38	23.05	9.32
Weekly newspaper add-on rates	26.25	18.90	7.35

Discounts: Second ad on the same day or same advertisement repeated in The Jersey Journal during the same calendar week earn the following discounts:

	Weekday	Saturday
Full Run	30% off	40% off
Zone	30% off	40% off

Repeat ads in El Nuevo Jersey City and Secaucus Journal: Same advertisement repeated in El Nuevo Hudson Jersey City and Secaucus Journal, on the Thursday before, of, or after The Jersey Journal insertion: \$3.25 per inch.

6. Zoned Editions

The Jersey Journal is published in two zoned editions. The Jersey City/North Hudson edition reaches Jersey City, Hoboken, Secaucus, Union City, North Bergen, Guttenberg, Weehawken, Kearny, Harrison and East Newark, NJ. The Bayonne edition reaches Bayonne, NJ.

7. Color Rates

Spot color: \$350. Full color: \$510. For ads up to 20 column inches, the color charge is \$10 per inch.

8. Special ROP Units

The Jersey Journal Billboard Strip:

4" deep x 5 columns wide. Includes full color, when available.

	Insertions per year				
	1x	6x	13x	39x	48x
Full run	\$1,011	\$869	\$733	\$611	\$496

Frequency discount agreement must be signed.

Bottom strip (page 3 or back page):

1" deep x 5 columns wide, with full color, when available: \$300. Material subject to approval.

Front page EyeCatcher (above the masthead):

2½" wide x 2" deep, with full color, when available: \$500. Material subject to approval.

9a. Preprinted Insert Rates

Cost per thousand: Minimum quantity: 10,000.

	Insertions per year				
	1x	6x	26x	39x	52x
4-8 pages	\$ 64	\$ 58	\$ 51	\$ 47	\$ 32
12 pages	67	61	54	49	35
16-36 pages	74	67	59	51	39

For page sizes larger than 36 please contact your sales representative.

Discounts: 25% discount for single-sheet inserts. Frequency discount agreement must be signed.

Contact your salesperson for distribution opportunities. By combining your Jersey Journal insert distribution with our direct-mailed weekly newspapers, you reach virtually every household in Hudson County.