



2010 Automotive Rates

Packet Publications reaches over affluent readers in Central New Jersey, and our new zoned rate structure means automotive advertisers can target this desirable market effectively. Address readers in your geographic area, or expand your reach and take advantage of our multi-zone discounts.



	Open	4 ads per year	12 ads per year	24 ads per year
Zone 1	19.50	18.50	16.50	15.50
Zone 2	11.50	11.00	10.50	9.00
Zone 3	11.50	11.00	10.50	9.00
Zone 4	11.50	11.00	10.50	9.00
All Paid Papers	37.80	36.05	33.60	29.75
Marketplace				
Princeton	9.25	8.80	7.90	6.30
Cranbury/ Hightstown	8.50	8.10	7.30	5.80
Somerset	4.00	3.80	3.40	2.70
Lawrence	5.15	4.90	4.40	3.50
West Windsor	8.00	7.60	6.80	5.40
Middlesex	6.00	5.70	5.10	4.10
9.25	8.80	7.90	6.30	
All Papers	49.53	47.16	42.96	35.76

*ABC Audited, paid circulation papers *rates are net *per column inch rates

Advertising is available in the following ABC audited, paid circulation newspapers:
 The Princeton Packet, The Beacon, The Cranbury Press, Hillsborough Beacon, Hopewell Valley News,
 The Lawrence Ledger, The Manville News, The Messenger-Press,
 Register-News, South Brunswick Post, Windsor-Hights Herald

Zoning Options 2010

