



# PM

# media planner

# 2010

		Space Close	Materials Due
MARCH	<b>EARLY SPRING ISSUE</b> <b>Published March 2</b> Special Advertising Sections: •Landscape & Pool Design •Shop Local	February 5	February 8
APRIL	<b>HOME AND GARDEN</b> <b>Published April 20</b> Special Advertising Sections: •Junior League of Greater Princeton Designer Showhouse •Shop Local	March 26	March 29
JUNE	<b>SUMMER FUN IN THE GREATER PRINCETON AREA</b> <b>Published June 8</b> Special Advertising Sections: •Beauty and Fitness •Shop Local	May 14	May 17
SEPTEMBER	<b>BACK TO SCHOOL</b> <b>Published September 7</b> Special Advertising Sections: •Private Schools •Shop Local	August 13	August 16
OCTOBER	<b>HOME DESIGN</b> <b>Published October 12</b> Special Advertising Sections: •Designer Showcase •Shop Local	Sept 17	Sept 20
NOVEMBER	<b>HOLIDAY</b> <b>Published November 23</b> Special Advertising Section: •Holiday Shop Local	October 29	November 1

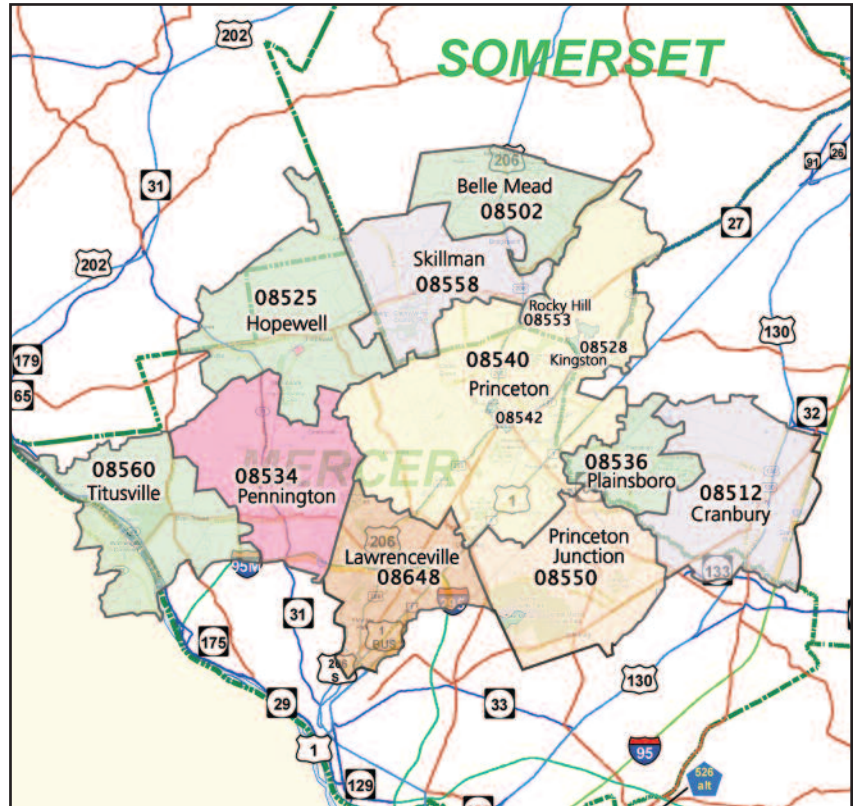
For more information, please contact  
 Corrine Atkins-Mulford at 609.874.2139 or 908.229.9350 (cell)

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 609.924.3244 | www.centraljersey.com

## DISTRIBUTION BY ZIP CODE

# 2010

08502	Belle Mead
08512	Cranbury
08525	Hopewell
08528	Kingston
08534	Pennington
08536	Plainsboro
08540	Princeton
08542	Princeton
08550	Princeton Junction
08553	Rocky Hill
08558	Skillman
08560	Titusville
08648	Lawrenceville



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**TOTAL CIRCULATION: 40,000**

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# advertising rates

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## STANDARD SIZES

	1x	3x	6x
2-Page spread	\$3,998	\$3,599	\$3,199
Full page	2,499	2,249	1,999
2/3 page	1,814	1,633	1,451
1/2 page	1,374	1,237	1,100
1/3 page	990	891	792
1/4 page	750	675	600
1/6 page	541	487	433

Rates are net, per edition  
and include posting on [centraljersey.com](http://centraljersey.com)

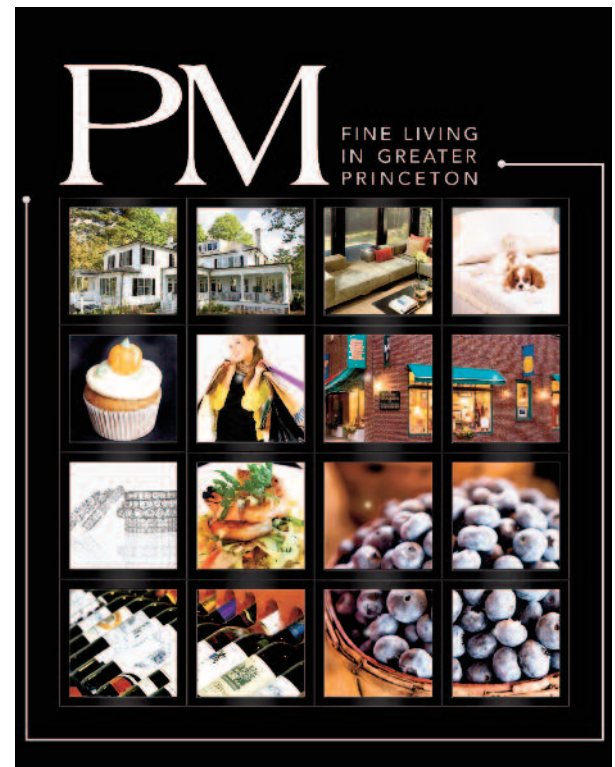
## PREMIUM POSITIONS

Back cover . . . . . Add 25%

Inside front cover . . . . . Add 20%

Inside back cover . . . . . Add 20%

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## DELIVERY METHODS

### E-MAIL

mhuang@centraljersey

An **FTP server** is available for larger file uploads. Please email mhuang@centraljersey.com for instructions.

## AD SIZE DIMENSIONS

		WIDTH	DEPTH
Full page	with bleed	8.5" x	11.125"
	trim size	8.375" x	10.875"
	type safety	7.875" x	10.375"
Full page	non-bleed	7.375" x	9.875"
2/3 page	vertical	4.833" x	9.875"
1/2 page	horizontal	7.375" x	4.812"
1/2 page	vertical	3.562" x	9.875"
1/3 page	vertical	2.292" x	9.875"
1/3 page	square	4.833" x	4.812"
1/4 page		3.562" x	4.812"
1/6 page	vertical	2.292" x	4.812"

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## PRODUCTION REQUIREMENTS

### ACCEPTABLE FILE TYPES

**Adobe Acrobat® PDF** prepared as high-resolution with fonts embedded.

**Adobe Illustrator®9.0** or lower. Convert type to outlines, export as Mac EPS file.

**QuarkXPress®6.5** and higher. Include all fonts and artwork. Do NOT use "style" attributes to bold, italicize or otherwise alter a font. Select font variations from the actual font menu. Use PostScript fonts only. Do NOT use any non-standard Quark borders. Do NOT use Quark EPS files in your ad document.

**Adobe PhotoShop®CS** or lower. TIFF (Mac Byte Order) EPS (save EPS file with an 8-bit TIFF preview, with binary encoding selected in EPS preference dialog box. Leave other boxes unselected) JPEG or BMP

**Compression** Stuffit files or files compatible with Stuffit Expander (i.e., Ziplt files). Compression files that are self extracting.

### UNACCEPTABLE FILE TYPES

JPG, DCS 1 or 2, or native files in Microsoft PowerPoint, Microsoft Publisher, Corel, PageMaker, or Word Perfect format. Microsoft Word documents may be used only to provide text content for an ad, and not as a format for a final file.

**Web site images and logos** are low-resolution and NOT acceptable.

### COLOR MODES, FONTS AND TRAPPING

**Process Color** Prepare all color content in CMYK mode. RGB and Lab colors are not accepted. Pantone (PMS) or other spot colors must be converted to CMYK.

**Black & White** Images must be in grayscale or bitmap mode. Include all Fonts. Provide all PostScript fonts (suitcases and printer fonts) used in the file. Do NOT use TrueType, Multiple Master, or OpenType fonts.

**Trapping** is the responsibility of the advertising agency or designer.

### GRAPHICS/IMAGES RESOLUTION

Supply images in one of these formats: TIFF, Macintosh EPS files or JPEG, minimum 300 ppi (pixels per inch).

**Bitmapped images** Minimum resolution 1200 ppi.

**Image size** must be 100% of the size it will print. Images cannot be enlarged without loss of quality.