

# Retail Rates



## FOR MORE INFORMATION CONTACT YOUR SALES REPRESENTATIVE

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

Advertising is also  
available in the  
following  
"Your Community  
Marketplace"  
newspapers:

- Greater Princeton
- Cranbury
- Hamilton-Robbinsville
- Lawrence
- Middlesex
- Somerset
- West Windsor-Plainsboro

**Packet Publications** reaches over 140,000 affluent readers in Central New Jersey, and our new zoned rate structure means 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.



Publication	Open	4x / Qtr	13x / Yr	7x / Qtr 26x / Yr	10x / Qtr 39x / Yr	13x / Qtr 52x / Yr
		<b>10%</b>	<b>20%</b>	<b>30%</b>	<b>40%</b>	<b>50%</b>
The Princeton Packet - Tue	23.75	21.38	19.00	16.63	14.25	11.88
The Princeton Packet - Fri	27.75	24.98	22.20	19.43	16.65	13.88
The Beacon	8.00	7.20	6.40	5.60	4.80	4.00
The Cranbury Press	13.00	11.70	10.40	9.10	7.80	6.50
Hillsborough Beacon & The Manville News	20.25	18.23	16.20	14.18	12.15	10.13
Hopewell Valley News	12.35	11.12	9.88	8.65	7.41	6.18
The Lawrence Ledger	12.10	10.89	9.68	8.47	7.26	6.05
The Messenger-Press	12.10	10.89	9.68	8.47	7.26	6.05
Register-News	11.60	10.44	9.28	8.12	6.96	5.80
South Brunswick Post	12.50	11.25	10.00	8.75	7.50	6.25
Windsor-Hights Herald	14.75	13.28	11.80	10.33	8.85	7.38
YCM-Princeton	9.25	8.33	7.40	6.48	5.55	4.63
YCM-Cranbury	8.50	7.65	6.80	5.95	5.10	4.25
YCM-Hamilton-Robbinsville	9.25	8.33	7.40	6.48	5.55	4.63
YCM-Lawrence	5.15	4.64	4.12	3.61	3.09	2.58
YCM-Middlesex	6.00	5.40	4.80	4.20	3.60	3.00
YCM-Somerset	4.00	3.60	3.20	2.80	2.40	2.00
YCM-West Windsor-Plainsboro	8.00	7.20	6.40	5.60	4.80	4.00

\*All Rates are Net

## Marketplace Covers:

Publication	Front Page Advertorial + Billboard Ad (6 col x 2 in)	Back Page (6 col x 9 in)
YCM-Princeton	508	468
YCM-Cranbury	453	417
YCM-Hamilton-Robbinsville	504	464
YCM-Lawrence	281	259
YCM-Middlesex	328	302
YCM-Somerset	203	221
YCM-West Windsor-Plainsboro	436	401

## Multi-Publication Discounts:

# of Publications	Inches	Discount	Inches	Discount	Inches	Discount	Inches	Discount
2 - 3	0 - 30"	25.00%	31 - 60"	26.00%	61 - 90"	28.00%	90" +	29.00%
4 - 7	0 - 30"	26.00%	31 - 60"	27.00%	61 - 90"	29.00%	90" +	30.00%
8 - 11	0 - 30"	27.00%	31 - 60"	28.00%	61 - 90"	30.00%	90" +	31.00%
12 - 15	0 - 30"	28.00%	31 - 60"	29.00%	61 - 90"	31.00%	90" +	32.00%
All	0 - 30"	29.00%	31 - 60"	30.00%	61 - 90"	32.00%	90" +	33.00%

## Online

Banner ads	1 month	3 month	6 month	9 month	12 month
Per 10,000 impressions	250	225	200	175	150

**Please note:**  
**Combining online with a print contract qualifies for a  
 10% additional discount from the print order**

\*Process or spot color may be added to any ad at \$1.50 per column inch.  
 Additional discounts are available for ads over 60 inches, as well as certain ad categories.  
 Minimum charges apply. Please see your sales rep for details.

*\*All Rates are Net*

