

**Effective September 1, 2008**

(Replaces rate card dated January 1, 2008)

Published every Thursday



**Audit Bureau  
of Circulations**

# West Essex Tribune

*Member Audit Bureau of Circulations*

*Livingston's Community Newspaper*

*Purchased every week by more than 4 out of 5 Livingston families.*

## At a Glance –

One-time open rate charges for common blocks:

- Full page \$1524.60
- Half page \$762.30
- Quarter page \$381.15

These "block" prices are for quick reference. Advertising may be purchased in sizes any number of columns wide, and multiples of one quarter inch in depth, up to six columns by 21 inches.

## 1. PERSONNEL

Jennifer Cone Chciuk, Publisher, Advertising Manager  
Lori Fine, Classified Advertising Manager  
Ellen Harte, Business Manager  
Nancy B. Dinar, Editor

## 2. THE WEST ESSEX TRIBUNE

495 South Livingston Avenue  
Post Office Box 65  
Livingston, NJ 07039-0065  
Telephone (973) 992-1771; Fax (973) 992-7015

## 3. COMMISSIONS, DISCOUNTS, TERMS

Agency commission of 15 per cent on gross allowed on the commissionable display rate and the commissionable classified display rate, when the following conditions are met:

- Offered to recognized advertising agencies.
- Camera-ready copy supplied for publication.
- Payment due on the 15th of the month following publication.
- No agency commission offered on preprinted inserts or on classified advertising.

Contract rates are also available to retail advertisers. See Section 5 below.  
Advance payment is required with auction, out of business, moving, lost lease, and political advertising.

### 4-Time Discount

Discount of 15 per cent off display advertising open rate allowed for advance order of four consecutive, identical ROP advertisements of four column inches or more; non-commissionable. (A 20 per cent discount is offered for a 10 ad run.) Not available on classified display or classified advertising. Billed on first insertion; payment due on the 15th of the month following first publication.

Only one discount allowed on any one ad; i.e., agency discount *or* combination rate *or* four-time discount *or* contract rate *or* space available ad rate, etc.

## 4. ADVERTISING RATE POLICIES

All advertisers receiving contract rates must have signed contracts. Contract advertisers subject to extra assessment or credit rebate at termination of contract, according to rate earned. Rates may be revised on 30 days' notice.

## 5. ADVERTISING RATES

### a. ANNUAL BULK CONTRACT RATES

The Tribune encourages advertisers to plan ad programs as far ahead as possible, and offers a substantial discount on an annual basis. Contract year can start at any time.

Inches per Year	Rate, Col. Inch
Open Rate, 2 inch minimum	12.10
185 to 374	11.10
375 to 1,499	10.30
1,500 to 2,249	9.70
2,250 to 3,749	9.15
3,750 to 5,624	8.65
5,625 or more	7.45

Contract rates available only on approved contract, and subject to payment by the 15th of the month after date of publication. *Failure to keep account current (30 days) will cancel contract, and all space will be charged at open rate.* Advertisers who do not fulfill contract will be rebilled at the open rate.

### b. COMMISSIONABLE ADVERTISING RATE

\$13.50 per column inch, commissionable (See Section 3 above). Advertising billed in inches, to the nearest quarter inch.

### c. CLASSIFIED DISPLAY RATE

\$14.00 per column inch, non-commissionable net when paid directly by advertiser. 13x discount of 10% and 52x discount of 15% off net rate if paid in advance.

### d. CLASSIFIED ADVERTISING RATE

Classified advertising may be charged by the word or by the line, at the request of the advertiser. Fees: 65¢ per word, minimum charge, \$12.50 per ad. Prepayment required for some categories; check with manager for details. Classified advertising is not commissionable. Additional fees: 60¢ per word for caps; \$2.00 per line of white space or type. No art or logos in classified advertisements; all ads set by publisher in uniform nine point Times face.  
Advance payment is required upon placement of all classified advertising.

### e. COMPOSITION CHARGES

No charge for normal composition with the following exceptions:

- To take a photograph (in Livingston only) and prepare a halftone, \$14 outdoor; \$20 indoor.
- To prepare an advertisement subsequently withdrawn by the advertiser before publication, 40% of the open rate.
- For camera-ready ad delivered too late to be included in press run, 40% of the open rate for the unused reserved space.
- Author's alterations (advertiser's changes after inspection), or darkroom, typesetting, reduction, reverses, pasteup or other production work on an ad presumed to be camera ready and therefore taken after deadline, \$20.00 per hour; \$15.00 minimum.
- To prepare additional velox up to 8 by 10 inches, \$7.00; to 11 by 17 inches, \$10.00.

## f. STANDARD ADVERTISING UNITS

All Standard Advertising Units are accepted, sizes 1-1 to 6-FD, under the Expanded Standard Advertising Unit System of the ANPA and NAB.

## 6. COMBINATION RATES

Group combination rates at substantial reductions in price are available to Livingston advertisers who wish to place ROP advertisements (not available for classified or classified display) in the weekly papers of the following communities:

Belleville	Bloomfield	Chatham
Caldwell	East Orange	East Hanover
Essex Fells	Fairfield	Florham Park
Glen Ridge	Kenilworth	Madison
Maplewood	Millburn	Montclair
Mountainside	Nutley	Orange
Roseland	Roselle	Short Hills
South Orange	Springfield	Summit
Union	Verona/Cedar Grove	West Caldwell
West Orange	Irvington-Vailsburg	

These combination rates offer attractive discounts to Livingston merchants by dealing with other community newspapers through the West Essex Tribune. Similar arrangements can be made by the papers in the communities listed above for their merchants who wish to advertise in the West Essex Tribune.

## 7. COLOR RATES

\$185 net per color per ad, non-commissionable. Full color, \$505. No minimum size required. Two or more advertisers may share color charge when the ads appear on the same printing plate; i.e., on the same side of the same sheet in the newspaper.

## 7a. PREPRINTED INSERT RATES

Minimum charge \$470.41 for up to 32 pages, tabloid size or smaller; \$61.28 for each additional four pages. 7,500 copies required; no split runs or short runs. Advertiser must provide notice at least one week before insertion. One copy of proposed insert material must be supplied to publisher for determination of acceptability. Insert must be no smaller than 7 by 11 inches, and no larger than 11 by 13.5 inches, with fold on the longest dimension. Single sheet inserts should be 60 pound index stock or heavier. An additional \$57 charge will be made for inserts weighing three ounces or more; maximum weight of insert is five ounces.

An additional charge of \$243 will be made for inserts with bent corners, torn pages, slick coated stock, improper folding or other factors making them unsuitable for insertion by machine. Suitability will be determined by Redmond Press.

Inserts may be delivered in cartons or banded on pallets. Deliver only after ascertaining acceptability of inserts with advertising manager. Deliver to RedmondBCMS, 75A Lackawanna Avenue, Parsippany, NJ 07054, Attention: Web Insert Department (phone number 973-334-7600), by the close of business on the Friday preceeding publication.

## 8. SPECIAL ROP UNITS

Display advertising in units of 30 inches or more available at half the open rate with publication schedule at publisher's discretion (Trade terms "Space Available Ads" or "Remnant Ads").

Additional ten per cent discount on second publication if same "Space Available Ad" is authorized by advertiser to be published twice in any eight week period.

## 9. SPLIT RUN

Not available.

## 10. SPECIAL SERVICES

Included in the basic rates is personal attention to your advertising needs, including advice and consultation about your entire advertising and promotion program. Please call on us for help with your needs.

Proofs will be provided on request for any ad of 15 or more column inches, providing all copy has been submitted by deadline (see Section 14). Smaller ads may be examined by the advertiser or agency at the Tribune offices.

Complimentary checking copies of the newspaper will be provided on request for advertisers or agencies placing ads of 15 or more column inches in at least half of the issues in a calendar year.

One tear sheet will be provided on request for any ad of 15 column inches or more. Advertising layout and design service and the use of clip art services are available to non-commission retail advertisers at no cost for the preparation of Tribune ads.

## 11. SPECIAL PAGES AND FEATURES

Special sections and pages within the regular issues are presented regularly. Check with the advertising manager for scheduling such features as automobile care, health and physical fitness, home and garden, fall and spring fashions, travel, party planning, weddings, real estate, back to school and college, restaurant menu promotions, holiday shopping, tutoring, shopping out of town, home decorating and design, women in business, new businesses, coupon pages, etc. New sections can be arranged at the request of advertisers.

## 12. ROP MAKEUP REQUIREMENTS

Standard page is six columns by 21 inches. See Section 15 for measurements. Advertising more than 19.5 inches deep will be billed as 21 inches. Minimum acceptable advertisement is one column by two inches ROP, one column by one inch for classified display.

## 13. CONTRACT & COPY REGULATIONS

- We reserve the right to insert the word "advertisement" or the abbreviation "adv." in any ad, and/or to use a cutoff rule to separate it from adjoining matter.
- Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. The Tribune will provide a correction letter if we have failed to correct errors clearly marked by the advertiser on return proofs.
- In the event that advertising space is reserved but the advertising materials are not received by the Tribune in time for publication, the advertiser will be charged for the unused space at his normal rate. The Tribune may use this space at its own discretion.
- We will not knowingly accept or publish material that is in violation of the law. By placing an ad, advertiser states that he has the authority to place the ad, and agrees to assume liability for the contents of the ad, and for any claim arising therefrom made against the newspaper.
- All advertising submitted is subject to approval by the publisher. The right to reject or cancel all or part of any ad is reserved.
- Deadline for cancellation is the same as deadline for insertion (see Section 14).
- Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustment, refund or rerun.
- Special position may be purchased; see Section 16, Special Classifications.
- Rates may be revised upon 30 days notice to advertisers.
- Earned discounts for advertising volume will be given in the form of a credit on future advertising when contract volumes are exceeded.
- Accounts unpaid 25 days after billing are subject to a service charge of 1.5 per cent monthly, an annual rate of 18 per cent.
- A service charge of \$20.00 will be made for any check returned by the bank.
- If we must retain counsel or a collection agency to pursue overdue payment, 30 per cent will be added to the balance due.

## 14. CLOSING TIMES

Closing time for all ads is noon on Tuesday for the same week's issue. For color or ads requiring a proof, deadline is noon on Monday. Large ads or those with difficult composition must be submitted well in advance of the usual deadline; consultation with the advertising manager is required.

When a holiday affects publication date, announcement will be made in the Tribune of changes in the deadlines and production schedule.

Deadline for cancellation is the same as deadline for insertion.

## 15. MECHANICAL MEASUREMENTS

The West Essex Tribune is printed by the photo offset method, and repro proofs are required for all art. Halftone screens from 65 to 85 lines are preferred.

Pages are six columns by 21 inches. The following are the SAU column sizes for layout:

Col.	Picas	Inches	Col.	Picas	Inches
1	12	2	4	51½	8½
2	25	4¼	5	64½	10¾
3	38	6 3/8	6	78	13

Classified pages are seven columns by 21 inches. The classified columns are 10½ picas wide, or 1¼ inches. Two columns are 22 picas, 3 5/8 inches; three columns are 33 picas, 5½ inches.

## 16. SPECIAL CLASSIFICATIONS

**Political Rate:** Political advertisements accepted at the open rate only, with payment in advance of publication.

**Position Rate:** Special position, if available, 50 per cent additional. Advertiser paying this premium may designate the page upon which the advertisement will appear.

**Non-Profit Rate:** Organizations holding tax exempt status because of their non-profit, charitable nature receive a rate of \$10.60 per column inch. This rate is non-commissionable, and is awarded only when such organizations place ads for their own activities.

## 17. CIRCULATION

The West Essex Tribune, a paid circulation weekly newspaper, was established in 1929, and has been published continuously since that year. The Tribune is the community newspaper of Livingston, New Jersey, and is purchased by more than 85 per cent of the town's families every week. Circulation is audited by the Audit Bureau of Circulations.

Single copy price: 60 cents. Subscription price, yearly: \$24 in Essex County; \$28 elsewhere in New Jersey; \$31 in the remainder of the United States. Rates for college, military, Livingston senior citizen, and other categories available upon request.