

# The Westfield Leader & Scotch Plains - Fanwood Times

P.O. Box 250 • 251 North Avenue West, Westfield, NJ 07091

## Newspaper Press Kit and Advertising Information

*"Target your advertising dollar for best results"*

Our publications provide superior, effective advertising services that wed the common needs of businesses and customers. We are dedicated to helping you and offer a variety of services in print and on the 'Net. Your Ads are published and archived on our internet site as part of the newspaper, and showcased to tens of thousands of people InPrint and to hundreds of thousands viewing [www.goleader.com](http://www.goleader.com).

### About Us:

*The Westfield Leader* and *The Scotch Plains-Fanwood Times*, privately owned and in business since 1890, are paid and mailed subscriber based weekly community newspapers. We publish each Thursday to approximately 8,000 homes with a "pass-through" readership of over 20,000 people. Also, our newspapers are published in entirety on the Internet where several hundreds of thousands of people download the newspaper each month, both locally and around the world. Our newspapers are well read by sophisticated and diverse readers. Our staff is committed to local, professional journalism. We care about people, the things that people do and the things that are important to peoples' lives. Our newspapers are full-sized broadsheet. Each page is 14" wide by 24" high. Pages are 6 columns wide and each column is 2 inches wide.

### Display Advertising Procedures:

Submit your Ad as a PDF file in color by emailing [sales@goleader.com](mailto:sales@goleader.com). You can also upload larger files to our webserver at: [www.goleader.com/upload](http://www.goleader.com/upload). Call 908-232-4407 for uploading instructions and passwords. The newspapers are printed in black and white, full-sized broadsheet (14"x24"). PDF Specification Exclusions: We do not accept submittals from composing programs; i.e. Quark, Publisher, InDesign, PageMaker, etc. For best print results, do not submit hardcopy or "print ready."

### Reservation Deadline:

The deadline for reserving space for your Display Ad is Friday by 4 p.m. Call earlier if Ad creation services are required. Reserve space by phone or email. Submittal deadline for your Ad is Monday by 12 p.m. to ensure appearance in our publications the following Thursday.

### Pricing:

Prices are "Net to the Newspaper." Payment terms are prepaid. Creation services for Display Ads are available for \$50/hour. Refer to our rate card for column width and length sizes as well as detailed pricing descriptions.

### Insertions:

On a limited basis, we accept preprinted insertions for inclusion in mailings. Item must be pre-folded if applicable, and the dimension must not to exceed 10"x13". Paper stock shall be 40-100 lb. Items are to be boxed, not on pallets. Inserts are to be received at delivery locations 7 to 10 days prior to publication date.

### Goods and Services:

Place your business card in the Goods and Services directory for 10 straight weeks at the special price of \$275 economy size (2"x2") or \$425 standard size (4"x2").

### Internet Advertising:

Have an image of your business appear throughout our website as hundreds of thousands of visitors view articles, photographs and special features.

### Terms & Conditions:

1. A written insertion order is required so that the advertising requirements are fully understood and agreed. Terms are prepaid (by credit card, check or cash). For pre-approved billing accounts, terms are net 15 days.
2. Should an Ad not run on the time as contracted by the insertion order, due solely to the fault of the newspaper, the newspaper agrees to run the identical Ad in the next edition at 80% of the contracted price. The advertiser may otherwise cancel the order at no cost. The newspaper shall have no further obligation or liability.
3. Should an insertion order be cancelled by the advertiser, the advertiser shall be responsible for all production costs. The advertiser shall also be responsible for 70% of space costs if cancellation occurs less than one week from the contracted publication date.
4. The advertiser is responsible for the content of their advertisements. The newspaper's obligation is limited to placement in the publication with print quality according to industry standard. Placement shall be at the discretion of the Publisher.
5. Deadlines for submittals must be met.
6. Should a materially significant error occur in an Ad, solely as a result of a printing malfunction, a "pro-rata" adjustment in the contract price may be considered at a level limited to the significance of the issue.
7. The newspaper shall not be responsible for typographical errors on submitted Ads from the advertiser or advertising agency, or for minor issues of print production.
8. Where the newspaper is contracted to provide Ad creation services, the advertiser must approve the content within the agreed upon deadline. After production on the Ad is completed, a total of two (2) Ad proofs will be provided at no charge to the advertiser. Because it is extremely costly to make multiple changes to an Ad, any proofs thereafter will carry an additional \$25 charge.
9. In no case shall the newspaper's liability exceed the price of the advertisement.

**Tel: 908-232-4407 • Fax: 908-232-0473**  
**Email: [sales@goleader.com](mailto:sales@goleader.com) • [www.goleader.com](http://www.goleader.com)**

# The Westfield Leader & The Scotch Plains-Fanwood Times

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<b>Item Description</b>	<b>Value Units</b>
Display Ad (B&W)	\$12.00 column-inch
Page Width	6 columns
Page Height	13 inches
Space Between Column	0.2 inches
Column Width	2 inches

<u>Depth</u>	<u>1 (2" wide)</u>	<u>2 (4.2")</u>	<u>3 (6.4")</u>	<u>4 (8.6")</u>	<u>5 (10.8")</u>	<u>6 (13")</u>
1	\$56.00	\$56.00	\$56.00	\$56.00	\$56.00	\$72.00
2	\$56.00	\$56.00	\$72.00	\$96.00	\$120.00	\$144.00
3	\$56.00	\$72.00	\$108.00	\$144.00	\$180.00	\$216.00
4	\$56.00	\$96.00	\$144.00	\$192.00	\$240.00	\$288.00
5	\$60.00	\$120.00	\$180.00	\$240.00	\$300.00	\$360.00
6	\$72.00	\$144.00	\$216.00	\$288.00	\$360.00	\$432.00
7	\$84.00	\$168.00	\$252.00	\$336.00	\$420.00	\$504.00
8	\$96.00	\$192.00	\$288.00	\$384.00	\$480.00	\$576.00
9	\$108.00	\$216.00	\$324.00	\$432.00	\$540.00	\$648.00
10	\$120.00	\$240.00	\$360.00	\$480.00	\$600.00	\$720.00
11	\$132.00	\$264.00	\$396.00	\$528.00	\$660.00	\$792.00
12	\$144.00	\$288.00	\$432.00	\$576.00	\$720.00	\$864.00
13	\$156.00	\$312.00	\$468.00	\$624.00	\$780.00	\$936.00
14	\$168.00	\$336.00	\$504.00	\$672.00	\$840.00	\$1,008.00
15	\$180.00	\$360.00	\$540.00	\$720.00	\$900.00	\$1,080.00
16	\$192.00	\$384.00	\$576.00	\$768.00	\$960.00	\$1,152.00
17	\$204.00	\$408.00	\$612.00	\$816.00	\$1,020.00	\$1,224.00
18	\$216.00	\$432.00	\$648.00	\$864.00	\$1,080.00	\$1,296.00
19	\$228.00	\$456.00	\$684.00	\$912.00	\$1,140.00	\$1,368.00
20	\$240.00	\$480.00	\$720.00	\$960.00	\$1,200.00	\$1,440.00
21	\$252.00	\$504.00	\$756.00	\$1008.00	\$1,260.00	\$1,512.00
<b>1/4 Page - \$378.00</b>		<b>1/2 Page - \$756.00</b>		<b>Full Page - \$1,512.00</b>		

**ALL PRICES ARE "NET-TO-PAPER"**

Advertising Services: Concept, Design and Production: Add \$50.00/hr.

**One Rate Covers Full-Run in BOTH  
The Westfield Leader and Times of Scotch Plains-Fanwood**

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*The Westfield Leader and the Times of Scotch Plains-Fanwood*

Jeff Gruman - Sales Manager

908-232-4407 fax:908-232-0473

E-Mail: sales@goleader.com

**ADVERTISING SPACE RESERVATION**

**Advertiser:** \_\_\_\_\_

**Publication Dates:** \_\_\_\_\_

\_\_\_\_\_ **columns x** \_\_\_\_\_ **inches**

**Ad Cost** **Total:** \$ \_\_\_\_\_

**Design/Ad Preparation** **Total:** \$ \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

**BILLING INFORMATION:**

**Advertiser:** \_\_\_\_\_

**Advertising Agency:** \_\_\_\_\_

**Purchase Order:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**City:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Credit Card Number:** \_\_\_\_\_ **Code:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_ **Exp:** \_\_\_\_\_

**Bill Monthly:** \_\_\_\_\_ **Bill in Total:** \_\_\_\_\_

**Check Number:** \_\_\_\_\_

***The Westfield Leader and the Times of Scotch Plains-Fanwood***

Jeff Gruman - Sales Manager

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E-Mail: sales@goleader.com

**GOODS AND SERVICES  
SPACE RESERVATION REQUEST**

**Standard Size: 4" x 2"**  
**10 Weeks ----- \$ 425.00 (pre-paid)**

**Economy Size: 2" x 2"**  
**10 Weeks ----- \$ 275.00**

**ADVERTISING INFORMATION:**

**Standard Size: 4" x 2"**

**Economy Size: 2" x 2"**

**NAME OF ADVERTISER:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**TOWN, ZIP** \_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

***BILLING INFORMATION:***

**Credit Card Number:** \_\_\_\_\_ **(Code)** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_ **Exp:** \_\_\_\_\_

**Bill Monthly:** \_\_\_\_\_ **Bill in Total:** \_\_\_\_\_

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