

Advertising Rates and Coverage



— THE —
ROBBINSVILLE SUN

The Robbinsville Sun publication is mailed free of charge to thousands of people in our market – something traditional newspapers cannot claim. The Robbinsville Sun and other neighboring Sun publications are often the only option for businesses that need to reach the most desirable communities.

Our value goes beyond market penetration. It is in the unique bond we build with the communities we serve. The Robbinsville Sun is particular to our populace and contains local relevant news people eagerly await each week.

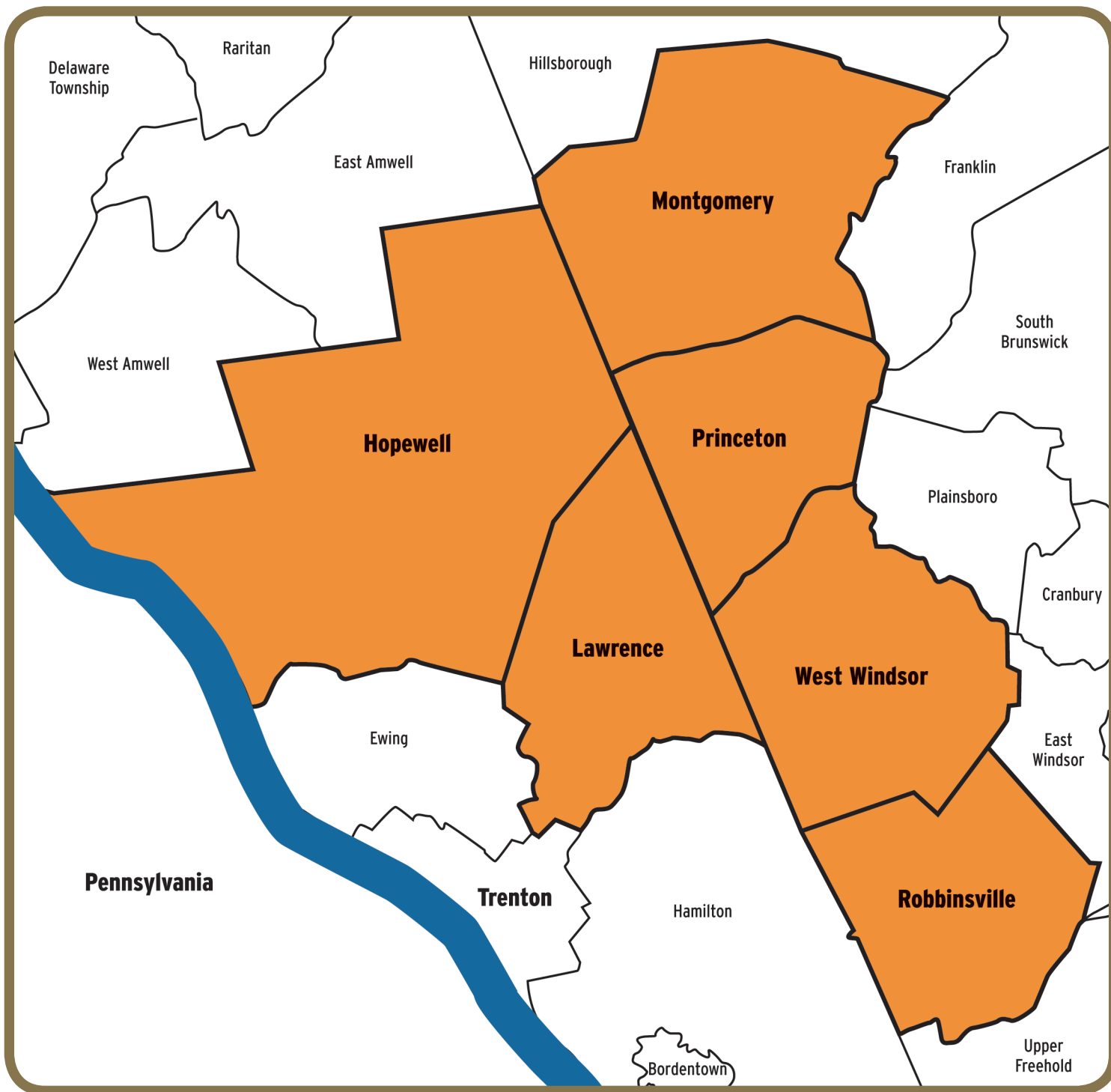


THE SUN NEWSPAPERS

The Sun Newspapers are mailed each week to some of New Jersey's most affluent communities. Each Sun is specific to the community it serves, and provides members of the community with engaging news exclusive to their town. The communities covered by Sun Newspapers have median incomes more than twice the national average and the unique bond between our readers and their local community newspapers lever a relationship other publications cannot.

Robbinsvillesun.com

Robbinsvillesun.com is a unique site full of community news and tidbits from around the region. It includes the latest edition complete with photos, comments, discussions and interactive news. Advertisers benefit from the unique ability to support their brand and share their message with the people of the community. In addition to supporting local business campaigns, The **Robbinsville Sun** and **Robbinsvillesun.com** also work with you to create support for the community. A percentage of the advertising net profit is presented back into the community to reinvest in the student and student-athlete programs. Contact the sales department at sales@robbinsvillesun.com to learn more.



Publication	Zip	Rate	Circulation
Robbinsville Sun	08691	\$8/inch	6,300
Lawrence Sun	08648	\$8/inch	9,000
Montgomery Sun	08502/08558/08553/08504	\$8/inch	7,500
Princeton Sun	08540/08542	\$12/inch	12,500
Hopewell Sun	08560/08525/08534	\$8/inch	9,500
West Windsor Sun	08550	\$8/inch	7,500
Central Jersey Classifieds	All Towns	\$25/inch	52,300

Combination Discounts

- 2 papers: 10 percent
- 4 papers: 15 percent
- 6 papers: 20 percent

Frequency Discounts

- 6 weeks: 10 percent
- 12 weeks: 15 percent
- 26 weeks: 20 percent
- 48 weeks: 30 percent

Note: Insertions for frequency discounts must be placed within 12 month period.

DEADLINES

DROP DATE

The Robbinsville Sun is scheduled to be in readers' mailboxes **every Wednesday**.

SPACE DEADLINE

5pm on Wednesday (7 days prior) to guarantee space.

ART DEADLINE (CAMERA-READY)

If your ad is sized correctly and ready to print, it's due no later than **Thursday at 12pm** (6 days prior.)

ART DEADLINE (ARTWORK)

We're happy to design your ad at **no additional cost to you**. We need materials in-hand by **Wednesday at 12pm** (7 days prior).

APPROVAL

Whether camera-ready or created by us, ads need to be approved **Friday at 9am** (5 days prior).

PREPRINTS

Preprinted inserts need to be delivered to us or printer by **Thursday at 5pm** (6 days prior). **\$50 per thousand**.

INSERTS

Inserts we print need to be approved for printing by **Friday at 5pm** (12 days prior). Inserts we print are only **\$100 per thousand**.

DIRECT MAIL

Let The Robbinsville Sun custom design and execute your direct-mail campaign. We'll handle it all, start to finish. **Starting at only \$3,000**.

MECHANICAL INFO - Display

1 column width 1.875" • 2 column width 4" • 3 column width 6" • 4 column width 8.125" • 5 column width 10.25"

MECHANICAL INFO - Classifieds

1 column width 1.375" • 2 column width 2.75" • 3 column width 4.25" • 4 column width 5.75"
5 column width 7.25" • 6 column width 8.75" • 7 column width 10.25"

Files Accepted:

- pdf (Adobe Acrobat, press-ready, 300 dpi)
- jpg (300 dpi)
- eps (Adobe Illustrator, type outlined)
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel

Files Not Accepted:

- pub (Publisher)
- wp (Word Perfect)
- Pages
- gifs, png, html
- Images downloaded from the Internet smaller than 200 kb

\$400

Full Page
10.25" x 10"

\$256

Junior Page
8.125" x 8"

\$200

Half Page
10.25" x 5"

\$120

Quarter
6" x 5"

\$80

Starter
4" x 5"

\$32

Biz Card
4" x 2"

POPULAR AD SIZES

(Black & White)

The Robbinsville Sun

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www.robbinsvillesun.com