



The Montgomery News

A Hometown Paper Serving Montgomery Township and Rocky Hill

Reach New Customers

in Central New Jersey's most Promising Media Market

*This report on growing your business in the Greater Montgomery-Rocky Hill region has been brought to you by the region's leading publication**



Effective September 2011

Reaching New Customers

Rule #1: Go where the money is:

Reaching the Greater Montgomery region must be part of your media plan because of the region's sheer purchasing power. Consider how demographic data on the region even surpasses neighboring Princeton (Data from the 2010 US Govt. Census)

Population Characteristics	Montgomery	Princeton Township	Princeton Borough.	Hillsborough
Population (rounded off)	22,785	16,265	12,307	38,303
Owner occupied homes	6,233	4,242	1,557	10,517
% of total owner occupied homes	84.1%	68.2%	46.8%	81.8%
Median family income	\$168,607	\$123,098	\$102,957	\$114,403
Families below poverty as a %	1.6%	7.9%	2.9%	1.2%
Total number of homes	7,875	6,224	3,495	12,854
Median home value	\$615,100	\$944,450	\$615,650	\$345,771
Av. Family size	3.52	2.98	2.92	3.31

Rule #2: Lower your ad costs:

<i>Montgomery News is cost effective</i>			
Publications	Circ.	Casual Rate	Cost/copy
Town Topics	14,000	\$15.85	0.0011
Hillsborough/Manville News	3,257	\$20.25	0.0062
Hopewell Valley News	3,789	\$12.85	0.0033
The Princeton Packet- Fri	7,568	\$27.75	0.0037
The Princeton Packet- Tue	7,568	\$23.75	0.0031
Montgomery News	20,900	\$23.70	0.0011
US 1 (calc on a 20 column inch ad)	19,000	\$21.60	0.0011

Also, each copy of Montgomery News delivers over 20% more readers/household copy as family sizes in the area tend to be larger & households less transient.

For more information, please call us at 908-874-0020



or email advertising@montynews.com

Rule #3: Lengthen the effectiveness of your advertising

Montgomery News keeps your advertising visible for longer

- Monthly newspapers tend to be retained more than weeklies so your advertising “Opportunity to See” is longer
- Advertisers in competing publications like Town Topics & US 1 have to advertise weekly.
- Marketers who advertise in the Packet have to advertise twice a week for consecutive ad visibility.
- Just 11 ads a year in “Monty News” provides annual visibility
- The Montgomery News has a favorable advertising” editorial ratio in relation to virtually all area publications - your ad won’t get lost in the crowd.
- The Montgomery market also has less media clutter. This also helps retain greater visibility for advertisers in Montgomery News

Rule #4: Capitalize on demographic trends:

The region functions as a population magnet on account of the Montgomery School system. In 2005, Montgomery was judged to be the #1 school district in the nation for SAT results. Homes with children spend more money than homes without children.

Get a display ad on our website, www.montynews.com, for as little as \$45 per month!

We mail into more than 19,269 homes in the Montgomery area, and more than 95% of them are online. We provide content that people want to read: schedules of local events, news stories, community happenings, including late breaking news, school sports and our ever popular Police Blotter, as well as official news from both Montgomery Township and Rocky Hill Borough. We also have an online Archive and a Facebook Page! Our advertiser supported website keeps our readers up-to-date and keeps bringing them back for more. A display ad on the right side of the page is \$45/month, with a six-month commitment.

Advertisers can get a rotating banner spot at the top of the page for as little as \$85 per month.

Call us and find out how!

908-874-0020, email editor@montynews.com, or advertising@montynews.com

The screenshot shows the Montgomery News website interface. At the top, there's a navigation bar with links like Home, Library, In Our Community, Police Blotter, etc. The main content area features several news stories with headlines such as 'Somerset County Seeks to Identify Centenarians', 'Township Rabies Clinic', and 'SAT PREPARATION COURSE SLATED AT RVCC'. There are also advertisements for 'Rent This Space' and 'NJ Summer Camp Fairs'. A weather forecast for the next few days is visible at the bottom left, showing temperatures ranging from 38°F to 58°F.



ADVERTISING RATES

EFFECTIVE Sept 1, 2011

PER COLUMN INCH.....\$ 23.70 (NET)
 3 CONSECUTIVE ADS.....\$ 21.80 (8%)
 6 CONSECUTIVE ADS.....\$ 19.44 (18%)

SPECIAL DISCOUNT SIZES
 FULL PAGE.....\$1,778⁰⁰
 Normally \$1,800 (6% discount)
 HALF PAGE.....\$ 898⁰⁰
 Normally \$900 (5% discount)
 INSERTS.....\$ 1045⁵⁰
 Insertion fee only

DUE TO THE SIGNIFICANT DISCOUNT ON THESE ADS, FURTHER DISCOUNTS ARE NOT AVAILABLE.

PREMIUM PLACEMENT (Including back and center pages)..... 10% additional charge
 ADVERTISING ON **COLOR** PAGES..... 10% additional color fee
 ADVERTISING IN FIRST 4 PAGES (includes color)..... 10% additional fee
 CLASSIFIED AD FOUR LINES..... \$27.00
 -ADDITIONAL LINES..... \$5.00 (each line)
 SUBSCRIPTIONS (11 Issues)..... \$27.00 PER YEAR

MONTGOMERY NEWS COLUMN SIZES BY INCH

1 COLUMN..... 1 7/8"
 2 COLUMNS..... 3 7/8"
 3 COLUMNS..... 5 7/8"
 4 COLUMNS..... 7 7/8"
 5 COLUMNS..... 9 7/8"
 FULL PAGE..... 9 7/8" X 15 3/4"
 HALF PAGE..... 9 7/8" X 8"

Artwork may be sent electronically to advertising@montynews.com.
 We accept PDF or TIFF files with a resolution of at least 300 dpi.

WEB ADS are available: Banner Ads (580X90 pixels) 6 months - \$580.00. 1 month - \$130
 Side Bar Ads (200X124 pixels) 6 months - \$270.00. 1 month - \$70

The Montgomery News prints 20,900 copies which are delivered by direct-mail to every MONTGOMERY RESIDENT including ROCKY HILL, BELLE MEAD, BLAWENBURG, SKILLMAN and selected routes in PRINCETON AND HOPEWELL . An additional 1,900 papers are supplied to area schools, shopping centers, the Municipal Bldg., the Mary Jacobs Library and other locations.

The Montgomery News is solely supported by its advertisers. Therefore, in order to take advantage of the 3 and 6 month discounts, accounts must be paid in full by the 21st of the first contract month. Invoices that are not paid within 30 days will have their discount revoked and will be charged the full monthly rate.

We accept VISA, MASTERCARD, AND DISCOVER.

PLEASE CALL 908-874-0020. Ask for Melissa Kurtz or email advertising@montynews.com

MONTGOMERY NEWS AD SIZE SAMPLES

1 COLUMN x 2"

	B/W	Color
1 -	\$47.40 -	\$54.51
3 -	\$129.40 -	\$150.73
6 -	\$233.21 -	\$275.87

1 7/8"

1 COLUMN X 3"

1 month	\$ 71.10
3 months	\$194.10
6 months	\$349.81

Color

1 -	\$81.77
3 -	\$226.10
6 -	\$413.80

1 7/8"

1 COLUMN X 4"

1 month	\$ 94.80
3 months	\$258.80
6 months	\$466.42

Color

1 -	\$109.02
3 -	\$301.46
6 -	\$551.74

1 7/8"

2 COLUMNS x 2 INCHES

1 month	\$ 94.80	Color
3 months	\$258.80	1 - \$109.02
6 months	\$466.42	3 - \$301.46
		6 - \$551.74

3 7/8"

2 COLUMNS X 3 INCHES

1 month	\$142.20
3 months	\$388.21
6 months	\$699.62

Color

1 -	\$163.53
3 -	\$452.20
6 -	\$827.60

3 7/8"

MONTGOMERY NEWS AD SIZE SAMPLES

2 COLUMN X 4 INCHES

1 month	\$ 189.60
3 months	\$ 517.61
6 months	\$ 932.83
Color	
1 - \$218.04	
3 - \$602.93	
6 - \$1103.47	
3 7/8"	
←	

2 COLUMN X 5 INCHES

1 month	\$237.00	Color
3 months	\$647.01	\$272.55
6 months	\$1166.04	\$753.66
		\$1379.34

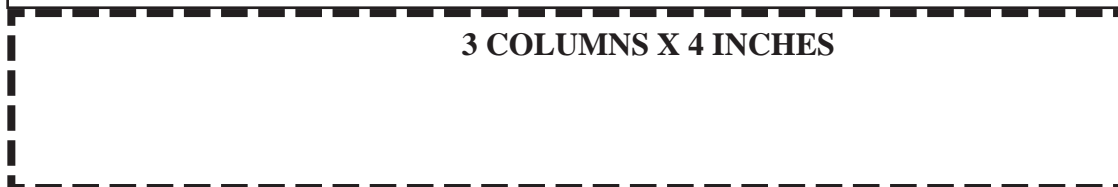
2 COLUMN X 6 INCHES

1 month	\$284.40	Color
3 months	\$776.41	\$327.06
6 months	\$1399.25	\$904.39
		\$1655.21

3 COLUMNS X 3 INCHES

<u>3 column x 3"</u>		<u>3 column x 4"</u>	
1 month	\$213.30	1 month	\$284.40
3 months	\$582.31	3 months	\$776.41
6 months	\$1049.44	6 months	\$1399.25
Color		Color	
1 - \$245.30		1 - \$327.06	
3 - \$678.30		3 - \$904.39	
6 - \$1241.41		6 - \$1655.21	
5 7/8"			
←			

3 COLUMNS X 4 INCHES



MONTGOMERY NEWS AD SIZE SAMPLES

3 COLUMNS X 5 INCHES

3 columns x 5"

1 month	\$ 355.50
3 months	\$ 970.51
6 months	\$1749.06

Color

1 -	\$408.83
3 -	\$1130.49
6 -	\$2069.01

3 columns x 6 "

1 month	\$426.60
3 months	\$1164.62
6 months	\$2098.87

Color

1 -	\$490.59
3 -	\$1356.59
6 -	\$2482.81

3 columns X 7 inches

1 month	\$497.70
3 months	\$1358.72
6 months	\$2448.68

Color

1 -	\$572.36
3 -	\$1582.69
6 -	\$2896.61

5 7/8"



3 columns x 6 inches

3 columns X 7 inches

MONTGOMERY NEWS AD SIZE SAMPLES

3 COLUMNS X 8 INCHES

1 month \$568.80
3 months \$1552.82
6 months \$2798.50

Color

1 - \$654.12
3 - \$1808.78
6 - \$3310.42

5 7/8"



The
Montgomery
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Paper Serving
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PLEASE CALL 908-874-0020
to reserve space or for more information.
or email us at advertising@montynews.com

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www.montynews.com