

New York DMA



Please refer to usspi.com for the most current version of our market sheets.

| | Open Inch Rate | Circulation | | Number of Papers |
|--|----------------------|-------------|---------|------------------------|
| | | ROP | Insert | |
| BRIDGEPORT | | | | |
| 1. Minuteman Newspapers | \$47.28 | 32,314 | 30,700 | 2 |
| 2. Hersam Acorn Newsp. | \$127.06 | 107,465 | 100,400 | 18 |
| 3. The Hour | \$68.41 | 28,797 | 18,100 | 3 |
| 4. Prime Publishers, Inc. | \$41.02 | 47,798 | 49,300 | 2 |
| NEW JERSEY | | | | |
| 1. Bergen County/North Jersey Media Group | \$285.20 | 314,223 | 217,500 | 20 |
| 2. Passaic County/North Jersey Media Group | \$99.75 | 129,709 | 37,900 | 7 |
| 3. Essex County/North Jersey Media Group | \$72.01 | 25,404 | N/A | 7 |
| 4. Straus Newspapers | \$76.79 | 84,165 | 88,800 | 9 |
| 5. Recorder Newspapers | \$71.56 | 30,980 | 35,300 | 13 |
| 6. Greater Media Newspapers, Inc. | \$223.60 | 244,006 | 245,400 | 10 |
| 7. The Princeton Packet, Inc. | \$124.01 | 29,946 | 37,000 | 10 |
| NEW YORK/NASSAU-SUFFOLK | | | | |
| 1. Anton Community Newspapers | \$94.84 | 77,341 | 78,700 | 18 |
| 2. Herald Community Newspapers | \$125.21 | 73,273 | 69,000 | 15 |
| 3. Times/Review Newspapers | \$53.42 | 17,221 | N/A | 3 |
| 4. New York Amsterdam News | \$62.39 | 12,683 | 21,900 | 1 |
| 5. Press Newspaper Group | \$68.55 | 22,439 | 22,500 | 3 |
| WESTCHESTER COUNTY | | | | |
| 1. Home Town Media Group | \$144.64 | 35,498 | 33,100 | 5 |

NOTE: Please refer to Bridgeport, New Jersey, New York/Nassau-Suffolk and Westchester County's individual market sheets to view listings of newspapers included under each publishing group.



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In addition to USSPI's complete market package, (rates below) PRIZM selected networks available on request for both ROP and pre-prints. Let us tailor a custom buy designed to reach just your targets. Call your USSPI representative for details.

R.O.P. INFORMATION

Circulation: 1,313,262

Inch Rate: \$1,364.77

Color Charges*

Savings vs. Open Rates: 23.6%

| | | |
|----------|----------|----------|
| B&1C | B&2C | B&3C |
| \$19,300 | \$30,000 | \$35,600 |

*Color rates based on full page size. Any other size, call for quote.

Sample Ad Sizes

| Size | Cost | Size | Cost | Size | Cost | Size | Cost |
|-----------|------------|---------|-----------|---------|-----------|----------------|-----------|
| Full Page | 109,241.57 | 4x18 | 71,717.66 | 3x7 | 26,137.65 | 1xFD | 18,943.47 |
| FWx18 | 96,507.41 | 4x15.75 | 68,185.25 | 3x5.25 | 19,603.24 | 1x18 | 17,942.23 |
| FWx14 | 87,087.65 | 4x14 | 72,164.54 | 2xFD | 37,861.31 | 1x15.75 | 17,059.13 |
| FWx10.5 | 69,140.99 | 4x13 | 63,867.86 | 2x18 | 35,858.83 | 1x14 | 18,053.95 |
| FWx7 | 46,145.26 | 4x10.5 | 52,224.04 | 2x15.75 | 34,092.63 | 1x13 | 15,980.18 |
| 5xFD | 91,545.18 | 4x7 | 38,213.56 | 2x14 | 36,082.27 | 1x10.5 | 13,068.83 |
| 5x18 | 86,538.98 | 4x5.25 | 26,137.65 | 2x13 | 31,933.93 | | |
| 5x15.75 | 82,123.47 | 3xFD | 56,791.96 | 2x10.5 | 26,112.02 | PLEASE NOTE: | |
| 5x14 | 78,689.18 | 3x18 | 53,788.24 | 2x7 | 19,106.78 | Smaller ad | |
| 5x13 | 76,726.73 | 3x15.75 | 51,138.93 | 2x5.25 | 13,068.83 | sizes accepted | |
| 5x10.5 | 62,652.53 | 3x14 | 49,078.36 | 2x3.5 | 13,068.83 | at 10.5" cost. | |
| 5x7 | 41,811.07 | 3x13 | 47,900.89 | 2x3 | 13,068.83 | | |
| 4xFD | 82,449.34 | 3x10.5 | 39,168.03 | 2x2 | 13,068.83 | | |

Note: Sizes listed above may not be available in all newspapers; each publisher's open rate is subject to change.

ROP Material Requirements: – Call USSPI for production information.

ROP Requirements :

- Ads ordered 13 inches or more in depth will be charged for full depth in tabloids.
- Ads ordered more than 18 inches deep will be charged for full depth in broadsheets.
- Minimum ad size 10.5".

INSERT INFORMATION

Circulation: 1,093,000 (may not include all newspapers)

For insert rates please refer to the individual markets
or call 1-800-SUBURBS.

Insert circulation based on press run figures.