

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	\$44.33	33,081	37,400	2
2. Hersam Acorn Newsp.	\$112.94	122,553	104,700	18
3. The Hour	\$65.63	30,915	17,000	2
4. Prime Publishers, Inc.	\$39.56	43,563	49,300	2
NEW JERSEY				
1. Bergen County/North Jersey Media Group	\$279.61	305,954	217,500	20
2. Passaic County/North Jersey Media Group	\$99.75	129,727	37,900	7
3. Essex County/North Jersey Media Group	\$72.01	25,903	N/A	7
4. Straus Newspapers	\$76.79	85,494	88,800	9
5. Courier-News	\$98.00	19,363	19,400	1
6. Greater Media Newspapers, Inc.	\$223.60	246,005	247,800	10
7. The Princeton Packet, Inc.	\$124.01	33,024	37,000	10
8. Recorder Newspapers	\$71.56	38,115	36,700	13
NEW YORK/NASSAU-SUFFOLK				
1. Anton Community Newspapers	\$94.84	77,341	78,700	18
2. Herald Community Newspapers	\$125.21	73,273	73,900	15
3. The New York Observer	\$312.00	58,028	N/A	1
4. New York Amsterdam News	\$62.39	18,763	18,800	1
5. Press Newspaper Group	\$83.92	29,304	29,400	4
6. Times/Review Newspapers	\$62.40	21,288	N/A	4

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



New York DMA

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

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: 1,391,694

Inch Rate: \$1,552.21

Color Charges*

Savings vs. Open Rates: 24.3%

B&1C	B&2C	B&3C
\$22,200	\$36,200	\$42,400

*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	124,675.47	4x18	88,327.37	3x7	32,596.41	1xFD	23,234.40
FWx18	117,760.11	4x15.75	84,592.01	3x5.25	24,447.31	1x18	22,081.84
FWx14	107,799.15	4x14	81,686.73	2xFD	46,468.81	1x15.75	21,148.00
FWx10.5	85,526.81	4x13	80,026.57	2x18	44,163.69	1x14	20,421.68
FWx7	57,017.87	4x10.5	65,192.82	2x15.75	42,296.01	1x13	20,006.64
5xFD	113,667.95	4x7	43,461.88	2x14	40,843.37	1x10.5	16,298.21
5x18	107,905.15	4x5.25	32,596.41	2x13	40,013.29		
5x15.75	103,235.95	3xFD	69,703.21	2x10.5	32,596.41	PLEASE NOTE: Smaller ad sizes accepted at 10.5" cost.	
5x14	99,604.35	3x18	66,245.53	2x7	21,730.94		
5x13	97,529.15	3x15.75	63,444.01	2x5.25	16,298.21		
5x10.5	79,318.37	3x14	61,265.05	2x3.5	16,298.21		
5x7	52,878.91	3x13	60,019.93	2x3	16,298.21		
4xFD	92,937.61	3x10.5	48,894.62	2x2	16,298.21		

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: 1,094,200 (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.