

World Journal Advertising Rates, NJ/PA Edition Effective: Sept 2, 2015

41 Bridge St., Edison, NJ 08837 Tel : 732-632-8890 Fax : 732-632-9595

Position	Color	Unit Rate		Remarks
		Mon-Thur.	Fri-Sun	
A1 Top Banner	4C	40(3Ux2U)	52(3Ux2U)	No discount.
A1	4C	4.50	6.00	No discount on weekend
A2	4C	4.20	5.50	30 or 60 units only
Junior Page	4C	3.80	5.00	
ROP	B/W	2.75	3.30	Minimum size: 30 units
ROP(Inside Page)	Banner(B/W)	2.40	2.80	15 on 30 units only
	Banner(4C)	2.80	3.20	15 on 30 units only
Outside Page Top Banner		4.50	5.50	
ROP(Outside Page)	Banner	4.00	5.00	
ROP(short term)	4C	3.50	4.50	
ROP(long term)	4C	24.00		Alternate days for 15 times per month

Ad Size(W*H):

- * Full Page: 11.3" x 20.3"
- * Half Page: 5.6" x 20.3" or 11.3" x 10.1"
- * 1/4 Page: 5.6" x 10.1" or 11.3" x 5"

Frequency Discount(in 4 months):

- 4-7 times - 10%
- 8-11 times - 15%
- 12-14 times - 20%
- 15 times or above - 30%

Classifieds	Days	NJ/PA	NY+NJ	East Coast	Remarks
	3 days	\$21.50	\$57/\$67*	\$62/\$73*	*Weekend Rate
	7 days	\$38	\$104.50	\$115	
	15 days	\$69	\$171	\$193.50	
	1 month	\$110	\$236	\$256	

* Artwork and translation costs not included

*All rates are NET and NON-COMMISSIONABLE

*World Journal reserves the right to publish, reject, omit and/or revise advertisements without notice.