



REPRESENTING  
nj.com

South Jersey **TIMES**

# Advertising Deadlines & Print Specifications

Advertising Deadlines:

## ROP DEADLINES

For Insertion:	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Space & Copy	5PM Wed.	5PM Thurs.	5PM Fri.	5PM Mon.	5PM Tues.	3PM Wed.	1:30PM Thurs.
Camera Ready	2PM Fri.	10AM Mon.	10AM Tues.	10AM Wed.	10AM Thurs.	10AM Fri.	2PM Fri.

## CLASSIFIED DEADLINES

For Insertion:	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Classified Deadlines	3:30PM Fri.	3:30PM Mon.	3:30PM Tues.	3:30PM Wed.	3:30PM Thurs	3:30PM Fri.	3:30PM Fri.
Space & Copy							

## PREPRINTED INSERT DEADLINES

Space Deadline: 21 days prior to publication date  
 Delivery Deadline: 10 days prior to publication date

## PRINT & DELIVER DEADLINES

4 weeks prior to publication date

Insert Shipping: Accepted Monday - Friday 8am - 3pm

All inserts should be delivered to: **South Jersey Times, c/o The Star-Ledger, 26 Riverside Drive, Pine Brook, NJ 07758**

## ADVERTISING SPECIFICATIONS

### ROP Full-Run Broadsheet Modular Ad Sizes

Unit Name	SJT Columns(Inches)	Depth in Inches
Full Page	6 (10.159)	21.00
1/2 Page Horiz	6 (10.159)	10.5
1/4 Page Horiz	6 (10.159)	5.25
1/8 Page Banner Ad	6 (10.159)	2.5
1/2 Page Vert	3 (5.017)	21.00
1/4 Page Vert	3 (5.017)	10.5
1/8 Page	3 (5.017)	5.25
1/16 Page Horiz	3 (5.017)	2.5
1/6 Page Vert	2 (3.303)	10.5
1/12 Page	2 (3.303)	5.25
1/24 Page Square	2 (3.303)	2.5
1/24 Page Vert	1 (1.589)	5.25
1/48 Page	1 (1.589)	2.5
Double Truck	12 (21.66)	21.00
Spadea Pg 1	3 (5.017)	17.25
Spadea Pg 2	3 (5.017)	21.00
Spadea Pg 3 & 4	6 (10.159)	21.00

### SJT Tabloid

Columns	Width (Inches)
1	1.582"
2	3.289"
3	4.996"
4	6.703"
5	8.410"
6	10.117"

Line Screen: 85 lines per inch.

Column Depth: 10.5"

South Jersey Times

Line Screen: 85 lines per inch • Column Depth: 21"

Double Truck Sizes: 21.66" W x 21.0" D

Ask about our High Impact Front Page Ad Options

For more information, visit [njadvancemedia.com/contact](http://njadvancemedia.com/contact) or email [marketing@njadvancemedia.com](mailto:marketing@njadvancemedia.com)