



The Montgomery News

A Hometown Paper Serving Montgomery Township and Rocky Hill

Thinking about advertising in the Montgomery News?



Montgomery Township has a population of 22,254. 84.1% of it's homes are owner-occupied and the average home is valued at \$615,100.

The median family income is \$165,000 compared with \$109,865 in Princeton. 78.32% of homes have an average income exceeding \$100,000; 32.5% of homes have an income level exceeding \$200,000 per year. The average family size is 3.52. The school system is consistently among the highest scoring in the country.

So, why advertise in the Montgomery News? Because we are the best way to get your message into every home in Montgomery and Rocky Hill. We are the only publication delivered directly to every home in Montgomery Township and the Borough of Rocky Hill, more than 19,500 copies mailed per issue, published monthly, and more distributed locally. No other publication even comes close. And people read us.

PRICES EFFECTIVE SEPTEMBER 2016



ADVERTISING RATES

EFFECTIVE September 2016

ALL PAGES NOW IN COLOR!

PER COLUMN INCH (NET B&W)...	\$26.25	<u>SPECIAL DISCOUNT SIZES</u>	
3 CONSECUTIVE ADS (B&W)	...\$22.45 (14.5%)	FULL PAGE (COLOR)\$1,995 ⁰⁰
6 CONSECUTIVE ADS (B&W)	...\$20.22 (22.9%)	HALF PAGE (B&W)\$945 ⁰⁰
		HALF PAGE (COLOR)\$1086.75
		INSERTS (Insertion fee only)	...\$1045 ⁵⁰

No changes in artwork will be allowed after initial ad layout is completed except for typographical errors.

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

ADVERTISING IN COLOR	15% additional color fee
ADVERTISING IN FIRST 4 PAGES (includes color)	25% additional fee
CLASSIFIED AD.....		\$1 per word
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, 19,500 of which are delivered by direct-mail to every Montgomery residence, including Rocky Hill, Belle Mead, Blawenburg, Skillman and selected routes in Princeton, Hillsborough and Hopewell.

PLEASE CALL 908-874-0020. Ask for Mollie Morgan or email [advertising @montynews.com](mailto:advertising@montynews.com)

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.

MONTGOMERY NEWS AD SIZE SAMPLES

1 COLUMN x 2"

	B/W	Color
1 -	\$52.50	- \$60.36
3 -	\$134.66	- \$154.86
6 -	\$242.86	- \$279.29

1 7/8"

1 COLUMN X 3"

1 month	\$78.75
3 months	\$201.99
6 months	\$364.30
Color	
1 -	\$90.56
3 -	\$232.28
6 -	\$418.95

1 7/8"

1 COLUMN X 4"

1 month	\$105.00
3 months	\$269.32
6 months	\$485.72
Color	
1 -	\$120.75
3 -	\$309.72
6 -	\$558.58

1 7/8"

2 COLUMNS x 2 INCHES

1 month	\$105.00	Color
3 months	\$269.32	1 - \$120.75
6 months	\$485.72	3 - \$309.72
		6 - \$558.58

3 7/8"

2 COLUMNS X 3 INCHES

1 month	\$157.75
3 months	\$403.50
6 months	\$728.60
Color	
1 -	\$181.12
3 -	\$464.56
6 -	\$837.90

3 7/8"

MONTGOMERY NEWS AD SIZE SAMPLES

2 COLUMN X 4 INCHES

1 month	\$ 210.00
3 months	\$ 538.65
6 months	\$ 971.46
Color	
1 -	\$241.50
3 -	\$619.44
6 -	\$1117.16
3 7/8"	
←	

2 COLUMN X 5 INCHES

1 month	\$262.50	Color
3 months	\$673.31	\$301.86
6 months	\$1214.32	\$774.30
		\$1396.46

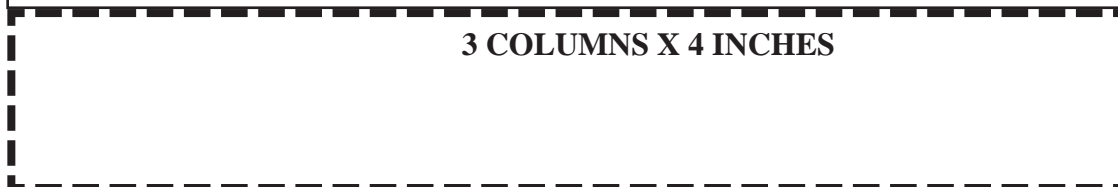
2 COLUMN X 6 INCHES

1 month	\$315.00	Color
3 months	\$807.96	\$362.24
6 months	\$1457.20	\$929.12
		\$1675.80

3 COLUMNS X 3 INCHES

<u>3 column x 3"</u>		<u>3 column x 4"</u>	
1 month	\$236.25	1 month	\$315.00
3 months	\$605.97	3 months	\$807.96
6 months	\$1092.90	6 months	\$1457.20
Color		Color	
1 -	\$271.69	1 -	\$362.24
3 -	\$696.84	3 -	\$929.12
6 -	\$1256.85	6 -	\$1675.80
5 7/8"			
←			

3 COLUMNS X 4 INCHES



MONTGOMERY NEWS AD SIZE SAMPLES

3 COLUMNS X 5 INCHES

3 columns x 5''

1 month	\$393.75
3 months	\$1009.97
6 months	\$1821.50

Color

1 -	\$452.81
3 -	\$1161.40
6 -	\$2094.75

3 columns x 6 ''

1 month	\$472.50
3 months	\$1211.94
6 months	\$2185.80

Color

1 -	\$543.36
3 -	\$1393.73
6 -	\$2513.70

3 columns X 7 inches

1 month	\$551.25
3 months	\$1413.46
6 months	\$2550.10

Color

1 -	\$633.94
3 -	\$1625.96
6 -	\$2932.65

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 \$630.00
3 months \$1615.92
6 months \$2914.32

Color

1 - \$724.50
3 - \$1858.32
6 - \$3351.48

5 7/8"



The
Montgomery
News *A Hometown
Paper Serving
Montgomery Township and Rocky Hill*

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

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 Please call 908-874-0020
to reserve space or for more information.

or email us at advertising@montynews.com

The Montgomery News,
The Carriage House, 88 Orchard Rd, Skillman, NJ 08558
Phone: (908) 874-0020, Fax: (908) 874-0032