



The Montgomery News

A Hometown Paper Serving Montgomery Township and Rocky Hill

Thinking about advertising 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 19,700 copies mailed per issue, published monthly, and more distributed locally.

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 \$114,645 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?
No other publication even comes close.
And people read us.



PRICES EFFECTIVE SEPTEMBER 2017



ADVERTISING RATES

EFFECTIVE September 2017

ALL ADS DUE BY THE 15TH OF THE MONTH BEFORE PUBLICATION

ALL PAGES NOW IN COLOR!

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

PER COLUMN INCH (NET) \$29
3 CONSECUTIVE ADS \$26.39 (9% discount)
6 CONSECUTIVE ADS \$23.78 (18% discount)
11 CONSECUTIVE ADS \$23.20 (20% discount)

SPECIAL DISCOUNT SIZES
FULL PAGE \$1,995⁰⁰
HALF PAGE \$1086
INSERTS (Insertion fee only) \$900

ADVERTISING IN FIRST 4 PAGES 25% additional fee
FRONT PAGE (3 COLUMN X 3") \$900
CLASSIFIED AD \$1 per word
SUBSCRIPTIONS (11 Issues) \$27 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"

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

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) 1 month \$130; 6 months \$510
Side Bar Ads (200X124 pixels) 1 month \$70; 6 months \$300

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 Amy Soden 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 CARD!

MONTGOMERY NEWS AD SIZE SAMPLES

1 COLUMN x 2"

<table style="width: 100%; border: none;"> <tr> <td style="padding: 2px 10px;">1 month</td> <td style="padding: 2px 10px;">\$58</td> </tr> <tr> <td style="padding: 2px 10px;">3 months</td> <td style="padding: 2px 10px;">\$158.34</td> </tr> <tr> <td style="padding: 2px 10px;">6 months</td> <td style="padding: 2px 10px;">\$285.36</td> </tr> <tr> <td style="padding: 2px 10px;">11 months</td> <td style="padding: 2px 10px;">\$510</td> </tr> </table> <div style="text-align: center; margin-top: 10px;"> <p>1 7/8"</p> </div>	1 month	\$58	3 months	\$158.34	6 months	\$285.36	11 months	\$510
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6 months	\$285.36							
11 months	\$510							

1 COLUMN X 3"

<table style="width: 100%; border: none;"> <tr> <td style="padding: 2px 10px;">1 month</td> <td style="padding: 2px 10px;">\$87</td> </tr> <tr> <td style="padding: 2px 10px;">3 months</td> <td style="padding: 2px 10px;">\$237.51</td> </tr> <tr> <td style="padding: 2px 10px;">6 months</td> <td style="padding: 2px 10px;">\$428.04</td> </tr> <tr> <td style="padding: 2px 10px;">11 months</td> <td style="padding: 2px 10px;">\$765.60</td> </tr> </table> <div style="text-align: center; margin-top: 10px;"> <p>1 7/8"</p> </div>	1 month	\$87	3 months	\$237.51	6 months	\$428.04	11 months	\$765.60
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1 COLUMN X 4"

<table style="width: 100%; border: none;"> <tr> <td style="padding: 2px 10px;">1 month</td> <td style="padding: 2px 10px;">\$116</td> </tr> <tr> <td style="padding: 2px 10px;">3 months</td> <td style="padding: 2px 10px;">\$316.68</td> </tr> <tr> <td style="padding: 2px 10px;">6 months</td> <td style="padding: 2px 10px;">\$570.72</td> </tr> <tr> <td style="padding: 2px 10px;">11 months</td> <td style="padding: 2px 10px;">\$1020.80</td> </tr> </table> <div style="text-align: center; margin-top: 10px;"> <p>1 7/8"</p> </div>	1 month	\$116	3 months	\$316.68	6 months	\$570.72	11 months	\$1020.80
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2 COLUMNS x 2 INCHES

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2 COLUMNS X 3 INCHES

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MONTGOMERY NEWS AD SIZE SAMPLES

2 COLUMN X 4 INCHES

1 month	\$232
3 months	\$633.36
6 months	\$1141.44
11 months	\$2041.60

3 7/8"



2 COLUMN X 5 INCHES

1 month	\$290
3 months	\$791.70
6 months	\$1426.80
11 months	\$2552.00

2 COLUMN X 6 INCHES

1 month	\$348
3 months	\$950.04
6 months	\$1944
11 months	\$3062.40

3 COLUMNS X 3 INCHES

3 column x 3"

1 month	\$261
3 months	\$712.53
6 months	\$1458
11 months	\$2296.80

3 column x 4"

1 month	\$348
3 months	\$950.04
6 months	\$1712.16
11 months	\$3062.40

5 7/8"



3 COLUMNS X 4 INCHES



MONTGOMERY NEWS AD SIZE SAMPLES

3 COLUMNS X 5 INCHES

3 columns x 5"

1 month	\$435
3 months	\$1187.55
6 months	\$2140.20
11 months	\$3828

3 columns x 6 "

1 month	\$522
3 months	\$1425.06
6 months	\$2568.24
11 months	\$4593.60

3 columns X 7 inches

1 month	\$609
3 months	\$1662.57
6 months	\$2996.28
11 months	\$5359.20

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	\$696
3 months	\$1900.08
6 months	\$3424.32
11 months	\$6124.80

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 \$50 per month!**

Display ad on the right side of the page, \$50/month,
Rotating banner spot at top of the page, \$85/month,
with six-month commitment

Please call 908-874-0020 to reserve space or for more information.
email: advertising@montynews.com

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