



Premium Content
Premium Market
Premium Delivery

With saturation U.S. Mail delivery,
The Gazette Newspaper efficiently
delivers customers for you!

Distribution:

- 15,000 copies are printed monthly.
- Distributed **FREE** via U.S. Postal Service.
- **To every household** in Hasbrouck Heights, Moonachie, Teterboro and Wood-Ridge.
- **To every business** in Carlstadt, East Rutherford, Hasbrouck Heights, Little Ferry, Lodi, Moonachie, South Hackensack, Teterboro and Wood-Ridge.
- Copies are available at municipal offices and select locations.
- Plus thousands more readers access each issue on-line **at no additional cost to you!** There is a full library of all previous issues on-line for easy reference.

Issue and Closing Dates:

- Issued about the first of every month.
- Material due 10th of month preceding issue.

Rates and Terms:

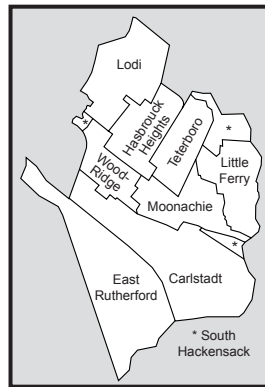
- **Display Advertising:** (Frequency discount rate per column inch)
12 times: \$18 • 6 times: \$21 • Open rate: \$25
- **The Boulevard Mall:** 1" box listing in the professional and business guide section: \$25 per month. Minimum 6 times. Not to be combined for frequency discount.
- **Terms:**
 - All rates are net (non-commissionable).
 - Payment due upon receipt of invoice.
 - First time advertisers must pay upon ad placement.
 - Inserts: Payment due upon delivery and acceptance of material.
 - \$30 charged for returned checks.



10,000

Sent to Every Household
in Hasbrouck Heights, Moonachie,
Teterboro and Wood-Ridge

BONUS: Thousands of readers
access the on-line e-edition each
issue -- **at no extra cost to you!**



5,000

Sent to Every Business
in Carlstadt, East Rutherford,
Hasbrouck Heights, Little
Ferry, Lodi, Moonachie,
South Hackensack,
Teterboro and Wood-Ridge

Pre-printed Inserts:

Why pay postal rates? Let **The Gazette Newspaper** deliver for you! Flyers, holiday promotions, circulars, menus, announcements, etc.

- Flexible insert opportunities are available:
Full run • Businesses • Households -- or Households by town.
- Maximum size: 8½" x 11." Call for rates.
- Insert must be approved before acceptance.

Production Specifications:

- Tabloid. Max. size: 10" wide x 15½" deep
- Width: 1 col: 1⅞" • 2 col: 3⅞" • 3 col: 5⅞" • 4 col: 8" • 5 col: 10"
- Press grade black & white EPS files and PDF files are accepted. (Be sure to embed fonts or convert fonts to free form.) Image resolution: 300 dpi • No large solids.
- Newspaper is printed at 100 line screen.
- Simple typesetting included in pub set ads.
- Scans/image placement: \$10 each.

Publisher's Policy:

- Publisher reserves the right to reject any advertisement or insert.
- Publisher is not responsible for any typographical errors or omissions.
- Advertiser (and ad agency) assumes all liability for all ad content.
- Rates subject to change without notice.

Secret to Success: Early to bed. Early to rise.
Work like hell, and Advertise!

We deliver your
neighborhood!

A real value for you -- Just one ad a month
effectively reaches your prime market!



Premium Content

Our rich, engaging editorial content is brimming with lots of positive hometown news, valuable information and quality features that are **"welcomed"** into homes and businesses -- *exactly the market you need to help your business survive and grow!*

Premium Market

**Hasbrouck Heights • Little Ferry • Lodi
Moonachie • Teterboro • Wood-Ridge**

This dynamic, upscale marketplace -- is the right neighborhood for you --
exactly the market you need to help your business survive and grow!

Premium Delivery

15,000 delivered FREE via U.S. Mail

Thousands of "e-editions" delivered FREE*

The Gazette Newspaper is delivered FREE in the mailbox, as well as on-line
-- delivered *exactly to the market you need to help your business survive and grow!*

*FREE RSS Feed Available

The Gazette

Newspaper for Hasbrouck Heights • Little Ferry • Lodi • Moonachie • Teterboro • Wood-Ridge
343 Boulevard, Hasbrouck Heights, NJ 07604 • 201-288-8656 • Fax: 201-288-7215
www.The-Gazette-Newspaper.com • E-mail: advertise@The-Gazette-Newspaper.com

Here's why readers and advertisers love The Gazette Newspaper.

Here's a sample of stories and photos that appeared in The Gazette Newspaper. Our rich, engaging editorial content is brimming with lots of positive hometown news, valuable information and quality features that are **"welcomed"** into homes and businesses -- exactly the media you need to help your business survive and grow!

What readers say ...

"I love the pictures!"

"Fantastic content with more local coverage than any other newspaper."

"No politics. No hidden agendas. Just positive stories about my neighborhood."

"The Gazette Newspaper celebrates communities."

"Now this is a real hometown newspaper. It's a pleasure to read."

"I subscribe to the RSS feed and read The Gazette e-edition on-line."

"There is a full library of all previous issues on-line for easy reference."

What advertisers say ...

"My customers read The Gazette and see my ad."

"Biggest bang for the buck. The Gazette is a real bargain compared to other local media."

"More than advertising -- I get sales ideas to help me build my business."

"I like that it's mailed to everyone and not thrown on the front lawn."

"I want to be where the readers are -- and that's The Gazette Newspaper. More local content means more customers read my ad."

"The Gazette works for me!"



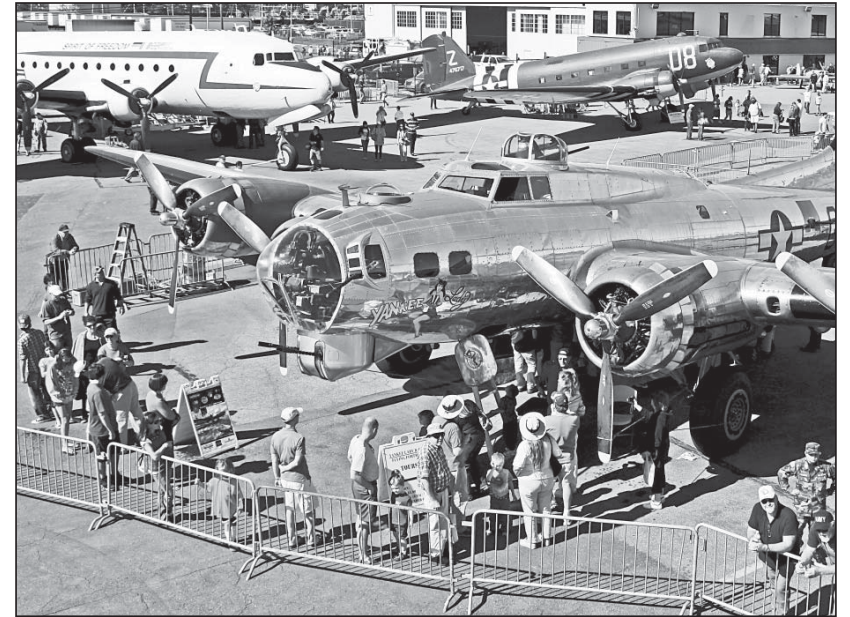
Hasbrouck Heights & Little Ferry Celebrate Their Communities. November 2009



Over 25,000 Attend 95th Annual St. Joseph Festival. October 2009



Fight at The Library. May 2009



Wings and Wheels Expo. Aviation History Comes Alive at Teterboro Airport. October 2009



What A Thrill! Travelers Heat Up IZOD Arena. February 2009



44 Graduate 10th Junior Police Academy. August 2009



Spectacular Street Fair. June 2009



Butterfly Guy Lands in Heights. May 2009



Feintuch Memorial Wrestling Tournament. April 2009



Ready to Take The Field. October 2009



Everything Was Lost. October 2009



Mutual Aid Rallies Area Resources into an Army. August 2009



"Nawlins-Style" Mardi Gras. April 2009



999 Runners Participate in 12th Annual Teterboro Airport 5K Run. September 2009



Teterboro's 6-24 Runway Gets Rehabilitated. November 2009



Summertime. July 2009



Spooky and Scary. December 2009



With a Hippy Hop, Hop, The Easter Bunny Visited. May 2009



Over 100 Firefighters Battle Lodi House Fire. July 2009



Wood-Ridge Fire Department F.A.S.T. Team at Sara Lee Fire. April 2009



The faithful gathered in the Chapel to hear the glorious sounds of angelic voices. February 2009



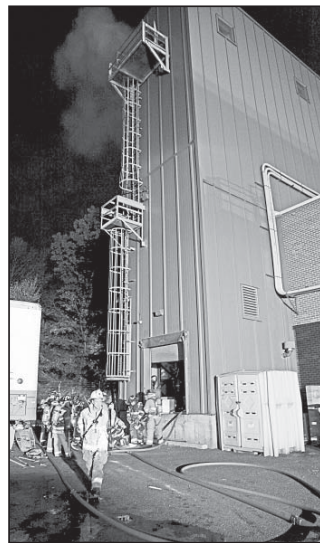
Area Students Learn About Aviation Careers. June 2009.



Keeping Teterboro Runways Safe During Snow Events. April 2009



District Champs Honored on HHLL Opening Day. May 2009



140 Firefighters & 64 EMS Work Sara Lee Blaze. December 2009



Bringing Home the Gold. September 2009



Freedom Earned. All Gave Some. Some Gave All. June 2009



Area Communities Proudly Salute Our Veterans. December 2009



Mission of Honor; Those Who Served. June 2009