

**The South Orange Gaslight Newsletter  
Advertising Rate Table**

**Pre-paid Commitment Rates**

	Initial Issues:	2	3	4	5	6
	Unit Rates:	\$125	\$100	\$100	\$100	\$75
1	\$250	\$300	\$400	\$500	\$450	
2	\$500	\$600	\$800	\$1,000	\$900	
3	\$750	\$900	\$1,200	\$1,500	\$1,350	
4	\$1,000	\$1,200	\$1,600	\$2,000	\$1,800	
5	\$1,250	\$1,500	\$2,000	\$2,500	\$2,250	
6	\$1,500	\$1,800	\$2,400	\$3,000	\$2,700	
7	\$1,750	\$2,100	\$2,800	\$3,500	\$3,150	
8	\$2,000	\$2,400	\$3,200	\$4,000	\$3,600	
9	\$2,250	\$2,700	\$3,600	\$4,500	\$4,050	
10	\$2,500	\$3,000	\$4,000	\$5,000	\$4,500	
11	\$2,750	\$3,300	\$4,400	\$5,500	\$4,950	
12	\$3,000	\$3,600	\$4,800	\$6,000	\$5,400	
13	\$3,250	\$3,900	\$5,200	\$6,500	\$5,850	
14	\$3,500	\$4,200	\$5,600	\$7,000	\$6,300	
15	\$3,750	\$4,500	\$6,000	\$7,500	\$6,750	
16	\$4,000	\$4,800	\$6,400	\$8,000	\$7,200	
17	\$4,250	\$5,100	\$6,800	\$8,500	\$7,650	
18	\$4,500	\$5,400	\$7,200	\$9,000	\$8,100	
19	\$4,750	\$5,700	\$7,600	\$9,500	\$8,550	
20	\$5,000	\$6,000	\$8,000	\$10,000	\$9,000	

Single insertion initial commitments are not accepted.

**Pre-paid Sequential Add-on Commitment Rates**

	Add-on Issues:	1	2	3	4	5
	Unit Rates:	\$100	\$100	\$100	\$85	\$85
1	\$100	\$200	\$300	\$340	\$425	
2	\$200	\$400	\$600	\$680	\$850	
3	\$300	\$600	\$900	\$1,020	\$1,275	
4	\$400	\$800	\$1,200	\$1,360	\$1,700	
5	\$500	\$1,000	\$1,500	\$1,700	\$2,125	
6	\$600	\$1,200	\$1,800	\$2,040	\$2,550	
7	\$700	\$1,400	\$2,100	\$2,380	\$2,975	
8	\$800	\$1,600	\$2,400	\$2,720	\$3,400	
9	\$900	\$1,800	\$2,700	\$3,060	\$3,825	
10	\$1,000	\$2,000	\$3,000	\$3,400	\$4,250	
11	\$1,100	\$2,200	\$3,300	\$3,740	\$4,675	
12	\$1,200	\$2,400	\$3,600	\$4,080	\$5,100	
13	\$1,300	\$2,600	\$3,900	\$4,420	\$5,525	
14	\$1,400	\$2,800	\$4,200	\$4,760	\$5,950	
15	\$1,500	\$3,000	\$4,500	\$5,100	\$6,375	
16	\$1,600	\$3,200	\$4,800	\$5,440	\$6,800	
17	\$1,700	\$3,400	\$5,100	\$5,780	\$7,225	
18	\$1,800	\$3,600	\$5,400	\$6,120	\$7,650	
19	\$1,900	\$3,800	\$5,700	\$6,460	\$8,075	
20	\$2,000	\$4,000	\$6,000	\$6,800	\$8,500	

Add-on advertising commitments must be:

- For advertising placed in sequential editions without interruption.
- Made 14 calendar days prior to the Advertising Deadline.