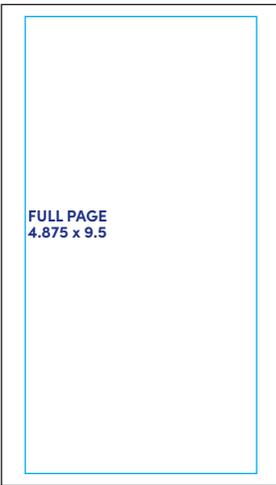


GASLIGHT ADVERTISING

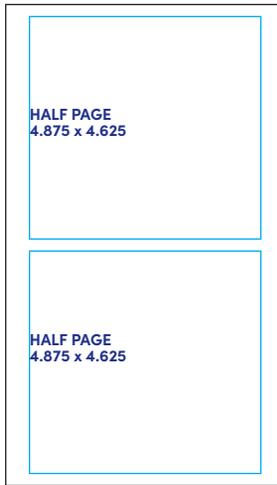


ADVERTISE IN THE NEXT ISSUE OF THE GASLIGHT

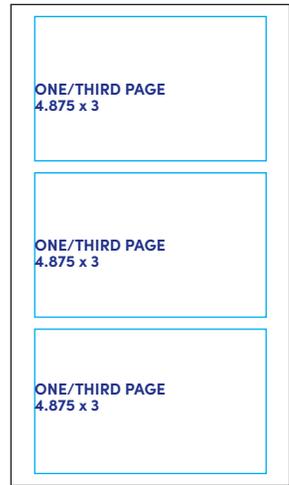
The Gaslight is mailed directly to every home in South Orange, reaching just over 6,000 residences.



FULL PAGE
4.875" x 9.5"



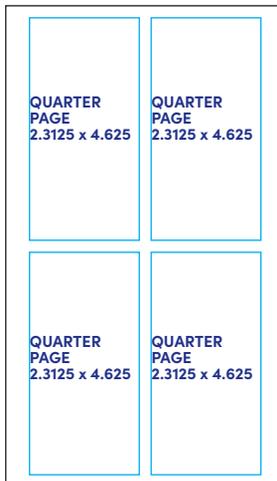
HALF PAGE
4.875" x 4.625"



ONE/THIRD PAGE
4.875" x 3"



ONE/SIXTH PAGE
2.3125" x 3"



QUARTER PAGE
2.3125" x 4.625"



BACK COVER



ADVERTISING DATES

ISSUES	IN HOME DATE	RESERVATION DUE	MATERIALS DUE
Q1	JANUARY 15	DECEMBER 1	DECEMBER 15
Q2	APRIL 15	MARCH 1	MARCH 15
Q3	JULY 15	JUNE 1	JUNE 15
Q4	OCTOBER 15	SEPTEMBER 1	SEPTEMBER 15

ADVERTISING RATES

SINGLE ISSUE		MULTI-INSERTION DISCOUNT (3x) / cost per insertion	
FULL PAGE	\$1,000	FULL PAGE	\$900
BACK COVER HALF PAGE	\$650	BACK COVER HALF PAGE	\$600
HALF PAGE	\$500	HALF PAGE	\$450
1/3 PAGE	\$340	1/3 PAGE	\$320
1/4 PAGE	\$250	1/4 PAGE	\$220
1/6 PAGE	\$170	1/6 PAGE	\$150

SUBMITTING DIGITAL ADS

Your ad should be submitted as a PDF, PNG or JPEG file via e-mail. Ads must be created to the exact ad size specifications listed on the rate card with NO crop marks. Full bleed ads are not permitted. Ads should be submitted in CMYK colors at a resolution of 150dpi or higher. Please note, RGB ads will be converted to CMYK. All vector files that use fonts (this does not include PNG or JPEG files), the fonts need to be converted to outline.

To reserve your space email jdoran@southorange.org and use: GASLIGHT AD SPACE in the subject line.

