

Advertising Rates and Coverage

elauwit

Elauwit publications are mailed free of charge to thousands of people in their market – something traditional newspapers cannot claim. As more and more people turn away from subscription-based newspapers, Elauwit publications are often the only option for businesses that need to reach the most desirable communities.

Our value goes beyond market penetration. It is in the unique bond we build with the communities we serve. Elauwit publications are exclusive to a particular community. No wire content. No filler. Only local, relevant news people eagerly await each week.

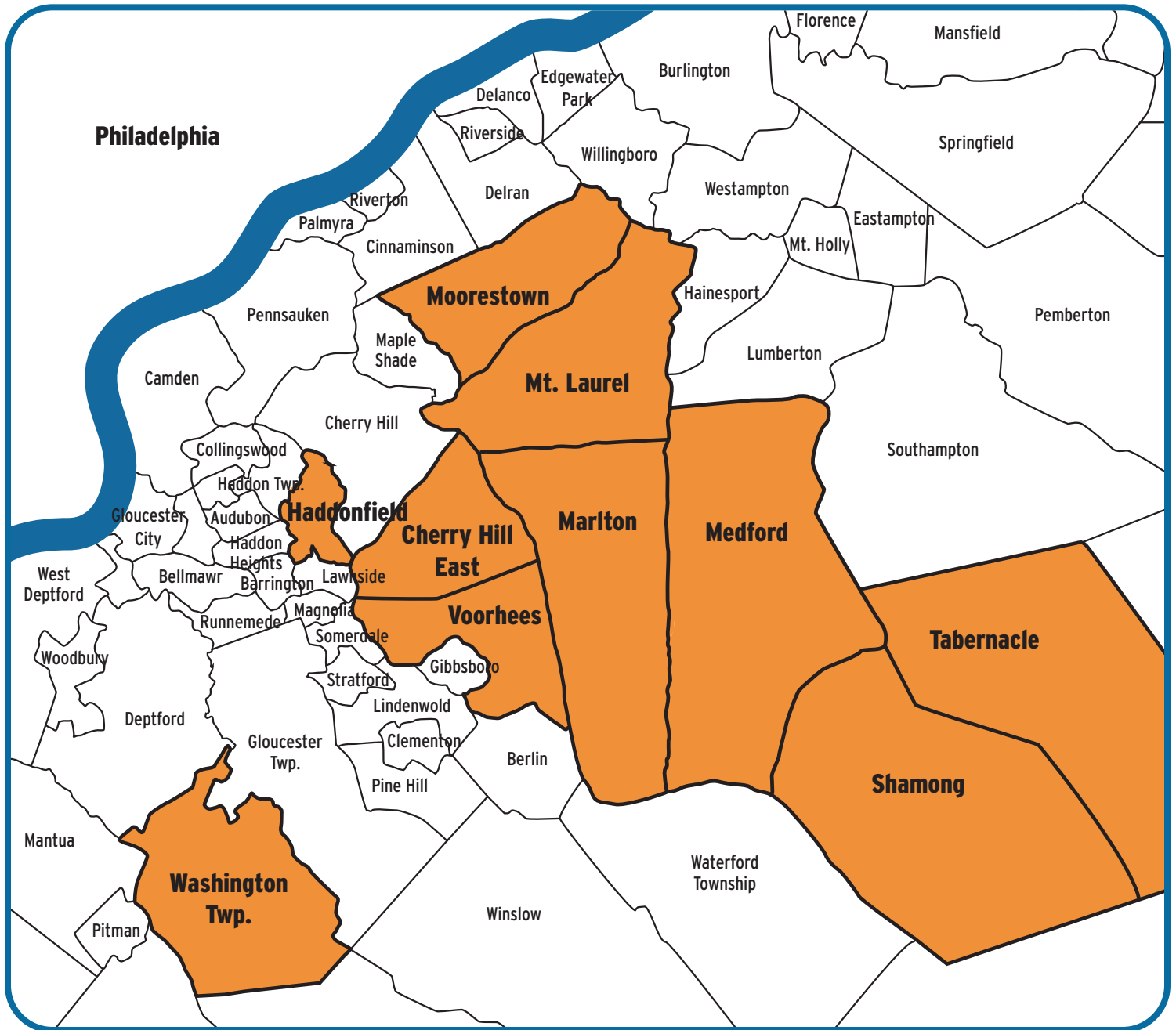


THE SUN NEWSPAPERS

The Sun Newspapers are mailed each week to some of New Jersey's most affluent communities. Each Sun is specific to the community it serves, and provides members of the community with engaging news exclusive to their town. The communities covered by Sun Newspapers have median incomes more than twice the national average and the unique bond between our readers and their local community newspapers lever a relationship other publications cannot.

SUNNEWS

sunne.ws is a local news website. The area "Sun Spot" (web site) is a unique site full of community news and tidbits from around the region, and user-uploaded videos, comments, discussions and photos. The Sun Spot is designed to drive reader engagement; users interact with the site using Facebook accounts to share news with friends. Advertisers benefit from the unique ability to target a younger, more engaged user than they would find on competing digital platforms.



Publication	Zip	Rate	Circulation
Cherry Hill Sun	08003	\$14/inch	10,000
Haddonfield Sun	08033	\$14/inch	7,500
Marlton Sun	08053	\$14/inch	10,500
Medford Sun	08055	\$14/inch	8,000
Moorestown Sun	08057	\$14/inch	7,500
Mt. Laurel Sun	08054	\$14/inch	10,000
Shamong Sun	08088	\$8/inch	2,500
Tabernacle Sun	08088	\$8/inch	2,500
Voorhees Sun	08043	\$14/inch	8,000
Washington Twp. Sun	08080/08012	\$14/inch	10,500
South Jersey Classifieds	All	\$55/inch	77,000

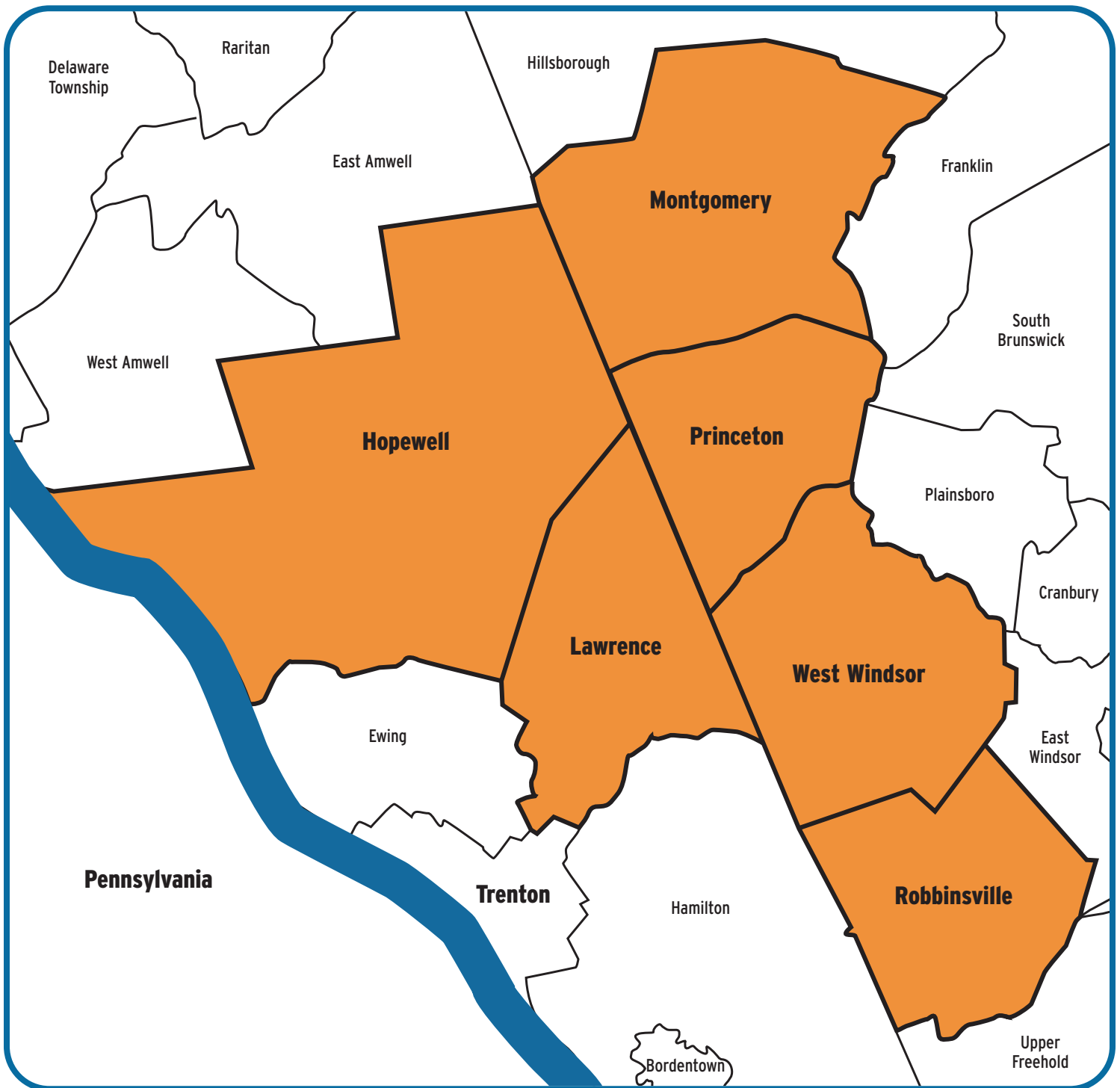
Combination Discounts

- 2 papers: 5 percent
- 4 papers: 10 percent
- 6 papers: 15 percent
- 8 papers: 20 percent

Frequency Discounts

- 6 weeks: 10 percent
- 12 weeks: 15 percent
- 26 weeks: 20 percent
- 48 weeks: 30 percent

Note: Insertions for frequency discounts must be placed within 12 month period.



Publication	Zip	Rate	Circulation
Hopewell Sun	08560/08525/08534	\$8/inch	9,500
Lawrence Sun	08648	\$8/inch	9,000
Montgomery Sun	08502/08558	\$8/inch	7,500
Princeton Sun	08540/08542	\$12/inch	14,000
Robbinsville Sun	08691	\$8/inch	6,300
West Windsor Sun	08550	\$8/inch	7,500
Central Jersey Classifieds	All Towns	\$25/inch	53,800

Combination Discounts

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- 4 papers: 15 percent
- 6 papers: 20 percent

Frequency Discounts

- 6 weeks: 10 percent
- 12 weeks: 15 percent
- 26 weeks: 20 percent
- 48 weeks: 30 percent

Note: Insertions for frequency discounts must be placed within 12 month period.

Elauwit Media does way more than just sell ads in our weekly newspapers. We're a full-service media company that can help you with everything from branding to direct mail campaigns.

Want to enhance your print ad in our newspapers? There are ways to make that happen. Need a strong presence online to engage customers? Or maybe you just need help getting off the ground with your logo and company identity. We can do that, too.

Contact your marketing consultant to discuss any of these packages. If you want something you don't see here, just ask. Chances are if we can't do it, we know somebody who can.



108 Kings Highway East, 3rd Floor
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sales@elauwitmedia.com
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ENHANCE YOUR ADVERTISING CAMPAIGN

AD EXTRAS

COLOR: Make your ad really pop off the page with full color. Your company and product will look vibrant and communicate your message crisply to every reader of our paper.

Only
\$200
per paper

PLACEMENT: Make sure your ad is seen by exactly the folks you want. Need to be on the calendar page? How about obituaries? Or page 3? We can make that happen.

Only
\$50
per paper

INSERTS

PREPRINTS: Got a menu or flyer you'd love to have in everyone's mailbox, but don't have a budget for postage? Let us get your piece into the homes we reach, at a fraction of the cost of direct mail.

Only
\$45
per thousand

PRINTING: Yes, we can print your inserts for you too. Send us over the file (or let us design it!), give us the specs and we'll print you a beautiful insert and send it out to any of the towns we reach.

Only
\$90
per thousand

DETACHED CARDS

Imagine sending a post card to everyone in an Elauwit community, at a fraction of the cost! Detached cards allow you to send a 6" x 8" post card into homes with our newspapers. The card is completely separate from the paper. Great and unique impact!

Only
\$95
per thousand

STICKY NOTES

Front-page sticky notes are the boldest way to reach your potential customers. Let Elauwit print a 3" x 3" full-color sticky note for you and affix it to the front page of the newspaper, where everyone is guaranteed to see it.

Only
\$199
per thousand

DIRECT MAIL

Have a need to reach a town without a Sun newspaper? The desire to stand out aside from your print advertising? Let Elauwit custom design and execute your direct-mail campaign. We'll handle it all, start to finish.

Starting
at only
\$3,000

BRANDING

Brand, logo and identity are important, but are expensive pieces to starting a new business or launching a new product. Leverage the resources of Elauwit to get a custom brand identity done at a fraction of what a full-service agency would cost.

Only
\$250

Fine print: Back cover placements require purchase of color. Placement only available for 30" ads or larger. Minimum quantity for inserts and detached cards is 10,000. Minimum quantity for front page sticky-notes is 25,000. Detached cards must be purchased for entire papers' circulation.

SUNNEWS

Sunne.ws is a place on the Internet that provides everyday Janes and Joes with everything they need to know about their town. Each area we cover has its own "Sun Spot." They update several times a day with news content, opinions and anything else of interest. Our mission: Providing the residents of this region with the best news website money can buy.

Except we're free. Unless you want to buy something.

Advertising on Sun Spots allows you to reach this highly targeted and engaged audience. Reach many desirable communities through our affordable advertising options.

Ads on sunne.ws are split into two categories: front page ads, and run of site. Sunne.ws offers the following front page ads.

FRONT PAGE ADS

960 x 30

300 x 250

300 x 600

DISPLAY ADVERTISING

Sunne.ws ads are sold by share. When you buy an ad slot on our site, you get to own that slot for a set percentage of that month's page views. We offer 25%, 50%, and 100% shares. Check in with your sales rep to get the most up-to-date traffic information for the coming month!

Deadlines: All display ads begin the first of the month, and run to the last day of the month. Space reservations are first come, first serve; all ads must be approved to run five days prior to publishing.

RUN OF SITE ADS

728 x 90

SPONSORED CONTENT

Sunne.ws provides the unique option of letting advertisers engage readers by creating content and posting it.

Story sponsorships: That's right, we'll let you adopt a story! Let us know what kind of market you're looking to target, and we'll find a story that matches that audience and puts you in front of them. Sponsorships appear online forever, along with the story, so your investment never goes away.

Advertorials: Let the news geniuses from sunne.ws tell your story to the world. Our reporters will call you, interview you about your business, and spit out a great story that appears on the front page of sunne.ws!

Blog posts: The best way to tell your story to the world is to tell it yourself. Our business section features a business blog, where business owners and executives can share their wisdom or business tips with sunne.ws readers. If you want to establish yourself as an expert in your field, this is how you do it.

More bang for your buck: Lots of people see sunne.ws every week, since it's the best news site there is. But we can help your content reach even more people. We can:

- Tweet it to all our Twitter followers
- Share it with our fans on Facebook
- Print it in our direct-mailed newspapers

BUY AN AD

If you want in on this, just pick up the phone or drop an email:

p: 856-427-0933
 e: sales@elauwit.com
 w: www.sunne.ws

How much does it all cost? Well, you pay for what you get. We're adding new users every day; give us a call and we'll tell you all about who we're hitting, how many of them there are, and how inexpensive it'll be for them to see your message each time they log on.

DEADLINES

DROP DATE

Sun Newspapers are scheduled to be in readers' mailboxes **every Wednesday**.

SPACE DEADLINE

5pm on Wednesday (7 days prior) to guarantee space.

ART DEADLINE (CAMERA-READY)

If your ad is sized correctly and ready to print, it's due no later than **Thursday at 12pm** (6 days prior.)

ART DEADLINE (ARTWORK)

We're happy to design your ad at **no additional cost to you**.
We need materials in-hand by **Wednesday at 12pm** (7 days prior).

APPROVAL

Whether camera-ready or created by us, ads need to be approved **Friday at 9am** (5 days prior).

PREPRINTS

Preprinted inserts need to be delivered to us our printer by **Thursday at 5pm** (6 days prior).

INSERTS

Inserts we print need to be approved for printing by **Friday at 5pm** (12 days prior).

MECHANICAL INFO - Display

1 column width 1.875" • 2 column width 4" • 3 column width 6" • 4 column width 8.125" • 5 column width 10.25"

MECHANICAL INFO - Classifieds

1 column width 1.375" • 2 column width 2.75" • 3 column width 4.25" • 4 column width 5.75"
5 column width 7.25" • 6 column width 8.75" • 7 column width 10.25"

Files Accepted:

- pdf (Adobe Acrobat, press-ready, 300 dpi)
- jpg (300 dpi)
- eps (Adobe Illustrator, type outlined)
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel

Files Not Accepted:

- pub (Publisher)
- wp (Word Perfect)
- Pages
- gifs, png, html
- Images downloaded from the Internet smaller than 200 kb

POPULAR AD SIZES

Full Page
10.25" x 11.5"

Junior Page
8.125" x 9"

Half Page
10.25" x 6"

Quarter
6" x 5"

Starter
4" x 5"

Biz Card
4" x 2"

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