

TARGET: PRINCETON



Using U.S. 1 To Reach This Dynamic Market

Thanks for your inquiry about advertising in U.S. 1. Here are some points to keep in mind regarding our publication.

Editorial Focus: U.S. 1, serving the greater Princeton business community for more than 25 years, is a weekly newspaper that provides useful information for managing a business or career and for planning a life beyond work. This business and entertainment newspaper is owned and edited by career journalists who take pride in the quality and independence of the editorial content.

Circulation: Every Wednesday 19,000 copies of the paper are circulated to more than 4,500 business locations within an eight-mile radius of Route 1 and Alexander Road. The high tech, R&D-oriented office community served by the paper includes more than 125,000 professionals. Nearly 90 percent of U.S. 1's circulation is delivered directly to offices and reception areas. The remainder is left in news boxes and racks in high traffic locations such as the train station and Nassau Street in downtown Princeton.

Ad strategy: Based on our experience working with large and small advertisers, with both business-to-business and consumer advertising, we believe that an extended campaign is the most effective way to reach our readership and to build your brand awareness.

To encourage long-term ad campaigns U.S. 1 ad prices decrease as the length of the advertising commitment increases.

Many businesses think in terms of an overall budget. If you were ready to commit \$100 to advertising for your business then you might consider a classified ad that costs \$7 the first insertion and then just \$5.60 for each of 16 additional insertions. You would have exposure for nearly four months for under \$100.

If you could spend \$1,000 or so you might consider a business card-sized ad in U.S. 1 for 16 issues for a total cost of just \$1,184.

Or you could double the size of your ad — up to an 1/8th page — and run for 16 times for \$1,728. Please

note that ads also become more economical as they get bigger.

Your ad strategy should relate to your overall marketing strategy. In addition to ads you should consider public relations. We may be able to assist with free events listings or editorial coverage — we are especially interested in relevant subjects that we can highlight before an upcoming public event.

Online presence: U.S. 1 has a very active web presence, through its home page at www.princetoninfo.com (updated daily) and through Twitter and Facebook (often updated several times a day).

While many sites boast about the number of “hits” and “clicks” (and we could too), we think that the relative effectiveness of online advertising is not yet known. Consequently, we are making online ads available at no charge to any U.S. 1 advertiser running a quarter page ad or larger. Ask your sales rep about other economical online opportunities.



Common Ad Sizes:

Eighth page ad

Sixteenth page

Quarter page

(You can run this size ad in 16 issues of U.S. 1 for just \$3,040. Color can be added at an additional charge.)



**ADVERTISING
RATES**



U.S. 1 Newspaper

*Princeton's Business and Entertainment Weekly
Required Reading for 100,000 busy professionals.*

Rates vary according to frequency and size. Examples below are for common sizes.
Ads are also available in one-column-inch increments starting at 10 inches.

	CHEAP Flex Rate	CHEAPER Campaign Plan	CHEAPEST Extended Campaign	DIRT CHEAP Weekly Contract
Full	\$1128	\$799	\$618	\$542
Jr. Full	\$644	\$464	\$372	\$325
1/2	\$592	\$418	\$330	\$294
1/4	\$335	\$232	\$190	\$172
1/8	\$183	\$129	\$108	\$93
1/16	\$108	\$92	\$74	\$65
	<p>Flex Rate advertisers may qualify for a 10 percent discount with prepayment. Agencies: Recognized advertising agencies qualify for a 15 percent discount at Flex Rate only. No further discounts apply.</p>	<p>Campaign Plan applies to pre-scheduled ads in at least five consecutive issues. Additional ads scheduled through the contiguous six month period enjoy same discount. All dates must be specified in advance.</p>	<p>Extended Campaign Plans include a minimum of 16 issues within 24 weeks. All dates must be scheduled in advance and must include the Business Directory and Calendar.</p>	<p>Weekly Contracts are available for a minimum of 26 consecutive issues including Calendar and Business Directory, and Health & Fitness or Retail Directory.</p>

Notes:

Prepayment of a minimum of 5 ads is required from all first time advertisers and those not active in the past year.

Most production services are included when you purchase space.

Other extraordinary costs may be passed along (to be confirmed in advance).

Changes in copy or ad design are welcomed up to noon on Friday prior to publication.

Advertisers bear the responsibility of notifying U.S. 1 of changes.

Advertiser bears responsibility for reproduction quality of camera ready or digital ads.

Preferred format is a high res PDF. Contact your sales rep for other options and specifications.

Cancellations may be made with notice one week prior to publication date.

If minimum contract requirements have not been met, then previous ads will be re-billed at the next-highest qualifying rate.

The smallest ad in your program determines your prevailing rate category.

A **junior full page** is 8" wide by 10" high. **Half page** prices are for horizontal configuration: 10" wide by 7.75" high.

Ads deeper than 13" are billed at 16".

Questions? Ask your representative.

Special Categories:

■ **Events Rate/Charitable Organizations:** A special rate of \$13 per inch, minimum 6 inches (\$78), per insertion.

■ **Homes for Sale:** A special rate of \$13 per inch, minimum 5 inches (\$65), applies to each insertion.

■ **Help Wanted:** A special rate of \$15 per inch, minimum 3 inches (\$45), applies to each insertion.

■ **Classified Ads:** The minimum charge for a classified ad is \$7 (up to 14 words). Each additional word is 50¢. Repeats of the ad (with no changes) are 40¢ per word. The cost for 16 or more consecutive insertions (without changes) is 30¢ a word (14 word minimum). A \$3 billing fee is automatically charged if the ad is not prepaid. We accept MC, Visa, checks, and money orders. **Boxed classifieds** are subject to the rates quoted above for display ads.

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