

Rate Guide, Effective 9/1/21

Display Ads

Level	Contract Inches	Rates PCI (Net)
1	Open	\$15.40
2	185 - 374	\$14.25
3	375 - 1499	\$13.45
4	1500 - 2249	\$12.85
5	2250 - 3749	\$12.30
6	3750 - 5624	\$11.80
7	5624 +	\$10.60

Non-profit Rate: \$13.75
 Gross (agency) Rate: \$17.70
 Inserts: \$350.00

Business Card/Dining Guide

B/W: \$65.00 (single)
 \$110.00 (double)
 Color: \$80.00 (single)
 \$130.00 (double)

Professional &
 Pet Directories: \$65.00



Classified Ads

Straight Copy
 \$17.00 for 20 words
 75¢ for each additional word

Classified Display

Business Services \$15.50 PCI
 General \$19.00 PCI

Front Page Advertising

Banner Box Ad \$325.00
 Front Page Strip Ad \$250.00

Ask about Digital Advertising on
www.WestEssexTribune.net

The West Essex Tribune has been Livingston's community newspaper for over 90 years, publishing continuously since July 6, 1929. One of the last independent weekly community newspapers in New Jersey, the Tribune is published on Thursdays and is available through paid subscription and on local newsstands, offering one of the highest saturation rates of any paid circulation community paper in the state. Livingston families rely on the Tribune to get all the news of the township in one place, while advertisers count on the Tribune to reach a loyal, longstanding, and affluent market.

The Tribune regularly wins awards for advertising excellence, layout, and written content, from numerous professional organizations including the New Jersey Press Association (NJPA) and the Garden State Journalists' Association. Twice in the last five years, the Tribune was awarded the NJPA's highest honor of "General Excellence," once in display advertising and once in classified advertising.

The Tribune's website, www.WestEssexTribune.net, offers viewers snippets of top stories, while subscribers have access to the entire newspaper in PDF form, readable on computer, tablet, and smartphone.