



Target the areas that you need to reach in Atlantic and Cape May Counties ... Whether you want to reach a single town or more than 100,000 Homes.

## The Currents and The Gazettes Deliver!!

We cover the local communities of Atlantic and Cape May Counties of Southern New Jersey. Each edition is designed to keep readers up-to-date with community news and issues. Each publication is circulated so that the entire neighborhood can follow the talk of their town.

### Online Readership

In 2006, readers from around the world will be able to read their local paper via the web. Ask your sales representative for pricing and information

## SUMMER NEWS MAGAZINES

From Ocean City to Cape May... we have you covered!

20,000 copies peak season



of Ocean City. Published since 1976. The Sandpaper concentrates its coverage in the community of Ocean City and southern Atlantic County, as well as offering distribution to high-traffic areas such as welcome centers. The Sandpaper publishes March through October • Distributed every Friday

20,000 copies peak season



focuses on the vacation resort communities of Cape May, Stone Harbor, Avalon & Sea Isle City. The Beachcomber is also distributed in other prime offshore locations. The Beachcomber publishes May through September Distributed every Friday

25,000 copies peak season



targets the island beach communities of the Wildwoods by the Sea, North Wildwood, Wildwood Crest and West Wildwood. Copies are distributed to all the Hotels and Motels, Grocery Stores and other high traffic areas in the Wildwoods. The Free Time publishes May through September • Distributed every Friday

# THE CURRENT AND THE GAZETTE NEWSPAPERS

Atlantic & Cape May County's Local Hometown Information Source

The Largest Local Weekly Home Delivered Newspaper Group in New Jersey!

## 2006 ADVERTISING RATES

Frequency Discount	Column Inch Rate	2 papers	3 papers	4 papers	5 papers	
Open Rate	\$13.85	\$23.50	\$31.81	\$38.75	\$45.10	
4 times	\$12.40	\$21.00	\$28.40	\$34.60	\$41.75	
10 times	\$10.85	\$18.50	\$25.10	\$30.45	\$36.10	
16 times	\$9.45	\$16.00	\$21.75	\$26.35	\$31.60	
26 times	\$9.20	\$15.50	\$21.00	\$25.50	\$30.50	
year round	\$8.20	\$14.00	\$18.90	\$23.10	\$27.30	
Frequency Discount	6 papers	7 papers	8 papers	9 papers	10 papers	11 papers
Open Rate	\$47.25	\$49.70	\$51.00	\$52.50	\$53.00	\$54.00
4 times	\$42.00	\$45.15	\$46.70	\$48.30	\$49.00	\$50.00
10 times	\$38.30	\$40.70	\$42.35	\$44.00	\$45.00	\$46.00
16 times	\$33.80	\$36.15	\$38.05	\$39.70	\$42.00	\$43.00
26 times	\$32.70	\$35.00	\$37.00	\$38.00	\$41.00	\$42.00
year round	\$29.40	\$31.50	\$33.60	\$35.10	\$36.00	\$38.00

## Add Color...

Increase Your Ad's Impact!

Color Charges	1 paper	2 papers	3 papers	4 or more papers*
1 color	\$85.00	\$125.00	\$175.00	\$195.00
2 color	\$145.00	\$215.00	\$290.00	\$350.00
Full color	\$195.00	\$290.00	\$390.00	\$495.00

\*if ad is less than 23 inches, use 3 paper color rates