

The Monmouth

MESSAGE

The largest employer in Monmouth County is the United States Army's Fort Monmouth. The Fort develops high-tech communication systems for the Army, and employs nearly 11,000 individuals. The average income for those employed at Fort Monmouth is more than \$39,000 and the majority live and spend in its surrounding communities. The Monmouth Message is written by base personnel and is the main internal communication organ for the community, which also includes 6,000 family members and over 28,000 military retirees that live in the area and regularly use base facilities. The 14,000 weekly circulation tabloid reaches a potential audience of over 45,000 highly interested readers

\$1 Million Every Day

Earlier studies of the Monmouth Message show a market that earns approximately a million dollars each and every day. Each weekly issue reaches a market that earned \$7 million that week. (The Fort economy generates total expenditures of over \$11 million each week, much of it spent locally.)

Official Base Paper Every Friday

MC Pubs Inc. is the civilian enterprise contractor for the Monmouth Message. The newspaper is published in a tabloid format and MC PUBS, Inc. has made a commitment to making it the first choice for advertisers interested in reaching the 45,000 person market at Fort Monmouth and its environs. A simplified rate card offers normal fractional page sizes and prices. Other custom sizes and shapes can be easily estimated from this (we welcome advertising of all kinds, from multi-page sections to classified line listings and inserts: call for a quote.)

Rate Card No.11 Effective 01/01/2001

Size	1x	4x	13x	26x	50x
Full Page	495	460	436	411	390
3/4 Page	421	391	370	349	330
Mag Page*	371	345	327	308	290
1/2 Page	277	258	244	230	217
3/8 Page`	236	219	202	196	185
1/4 Page	153	143	135	127	119
1/8 Page	101	94	89	84	79
1/16 Page	69	64	61	58	54
1/24 Page†	49	45	42	39	37
1/32 Page†	38	35	33	31	29
Col-Inch	9.52	8.85	8.38	7.90	7.50

*A Magazine page is approximately two-thirds of full page, roughly the size of a regular 7" x 10" magazine page. † indicates classified display sizes.

① Classified: 4 cols per page. \$1.00 per word; Minimum 20 words. Column-inch rates shown for conversion purposes where applicable. All rates are per issue and valid for one year or until superceded, and based on actual insertions in a 50-time publishing schedule. The Message does not publish on Thanksgiving Friday and publishes during Christmas/New Year's weeks at the discretion of the Commanding Officer. A short rate charge will be applied in the case of an unfulfilled agreement (to recover unearned frequency discounts) and rebates credited for earned frequency discounts.

② Advertising will be accepted in most categories, both run-of-press and classified. All advertising is subject to approval by the editor.

③ Inserts are accepted subject to preapproval by the editor.

Inserts up to 4 pages and 8-1/2x11 or less in size are \$435 for full circulation. More than 4 pages, add \$25 per page.

④ **Spot color** is available on certain pages in each issue; however the color must be the same color as in the Message Flag for that issue. Add \$50 for ads up to 1/2 page size, \$100 for 1/2 page and larger.

⑤ Our staff will prepare an exciting and professional ad for you from provided copy, photos, etc. for a modest preparation and proofing fee.

Closing Date

The Monmouth Message is published each Friday. ROP Advertising for an issue must be received by 9:00 a.m. on the Friday prior to the publishing date. Classified received no later than Monday evening (9:00 p.m.) of the publishing week will be included.

Page Dimensions & Ad Sizes

Size	Dimensions
Full Page	4 cols x 13.5"
3/4 Page	3 cols x 13.5"
Magazine Page	3 cols (7.5")x 10"
1/2 Page (vertical)	2 cols x 13.5"
1/2 Page (horizontal)	4 cols x 6.75"
3/8 Page	2 cols x 9.75"
1/4 Page vertical	1 col x 13.5"
1/4 Page vertical	2 cols x 6.75"
1/4 Page horizontal	4 cols x 3.25"
1/8 Page vertical	1 cols x 6.75"
1/8 Page horizontal	2 cols x 3.5"
1/16 Page	1 col x 3.5"
1/24 Page	1 col x 2.5"
1/32 Page	1 col x 1.5"
*1 col= 2.50	2 col= 5
3 col= 7.5	4 col= 10

The Monmouth Message Mc Pubs, Inc. Rate Card number 11

Effective January 1, 2001

PO Box 487, Marlton, NJ 08053

Publisher: **Sam Valenza** (svalenza@netzero.net)

Phone: 856-983-6200 Fax: 865-983-5633

Advertising: **Eugenie Gray** (gray4ads@aol.com)

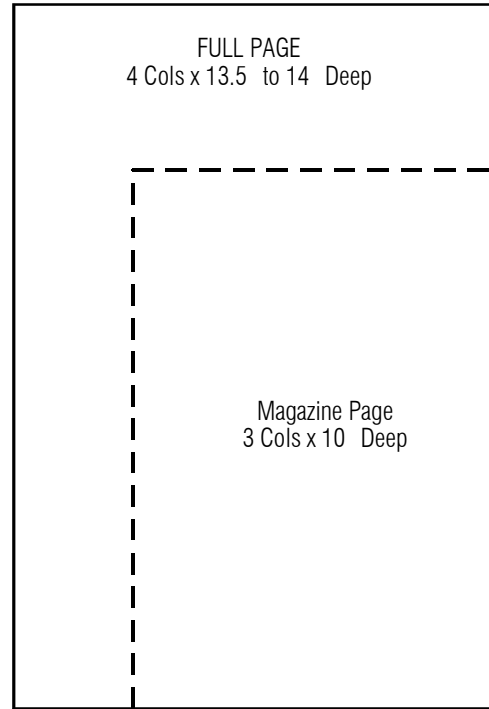
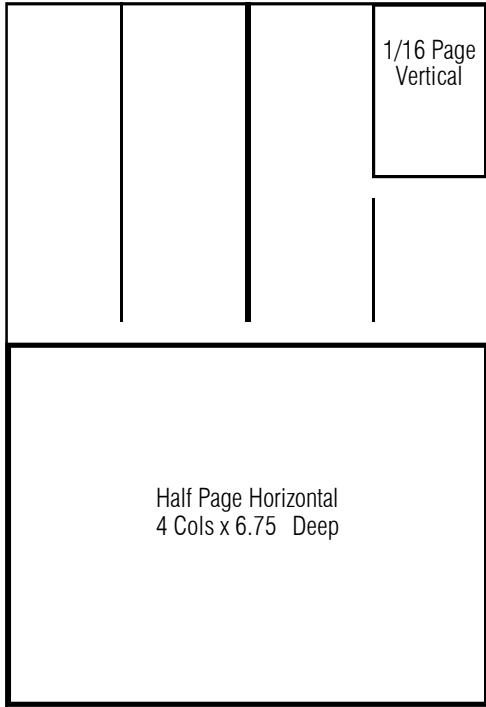
Phone: 732-741-8284 Fax: 732-741-8690

MC Pubs accepts electronic transmission of various kinds of graphic data. PDF s, TIFF s, CMX s, PPT s MS WORD, GRAPHICS FROM ADOBE ILLUSTRATOR, QUARK and other software formats.

The Monmouth Message

Mechanical Specifications

The Monmouth Message is printed cold web offset. Photographs are screened at 85 or 100 lines. Logos, art or photos must be supplied with any ad we are to produce. For camera ready ads, please supply velox positives rather than film negatives. Each column measures 2 - 3/8 inches wide including one gutter.



Inserts and four-color available -call for quotes

