

The Cape May County Herald Standard Advertising Rates for ROP

Rates are NET, per insertion

Nominal (Rounded)		Actual (Mechanical)		Color	Open	>4x*	>13x*	>26x*	>52x*
Shape	Col-Ins	Width	Depth		Price	Price	Price	Price	Price
7 x 16	112	10.5	15.5	150	\$ 1,943	\$ 1,810	\$ 1,677	\$ 1,482	\$ 1,290
5 x 16	80	7.5	15.5		\$ 1,414	\$ 1,316	\$ 1,218	\$ 1,076	\$ 938
4 x 16	64	5.937	15.5		\$ 1,143	\$ 1,063	\$ 983	\$ 868	\$ 757
7 x 8	56	10.5	7.7	100	\$ 1,010	\$ 939	\$ 869	\$ 767	\$ 669
5 x 11	55	7.5	10.25		\$ 952	\$ 885	\$ 818	\$ 723	\$ 630
4 x 13	52	5.937	12.25		\$ 944	\$ 878	\$ 812	\$ 717	\$ 625
4 x 11	44	5.937	10.25		\$ 773	\$ 718	\$ 663	\$ 585	\$ 510
5 x 8	40	7.5	7.7		\$ 737	\$ 685	\$ 632	\$ 558	\$ 487
3 x 13	39	4.437	12.25		\$ 719	\$ 668	\$ 616	\$ 544	\$ 475
4 x 8	32	5.937	7.7		\$ 597	\$ 554	\$ 510	\$ 450	\$ 393
7 x 4	28	10.5	3.75		\$ 531	\$ 492	\$ 453	\$ 399	\$ 349
5 x 5	25	7.5	5	75	\$ 481	\$ 445	\$ 410	\$ 361	\$ 316
3 x 8	24	4.437	7.7		\$ 464	\$ 430	\$ 396	\$ 349	\$ 305
4 x 5	20	5.937	5		\$ 406	\$ 375	\$ 345	\$ 304	\$ 266
4 x 4	16	5.937	3.75		\$ 347	\$ 320	\$ 294	\$ 258	\$ 226
2 x 8	16	2.875	7.7	50	\$ 347	\$ 320	\$ 294	\$ 258	\$ 226
3 x 5	15	4.437	5		\$ 332	\$ 307	\$ 281	\$ 247	\$ 217
3 x 4	12	4.437	3.75		\$ 272	\$ 250	\$ 229	\$ 201	\$ 176
2 x 5	10	2.875	5		\$ 233	\$ 214	\$ 195	\$ 171	\$ 150
3 x 3	9	4.437	3.25		\$ 233	\$ 214	\$ 195	\$ 171	\$ 150
2 x 4	8	2.875	3.75		\$ 192	\$ 175	\$ 159	\$ 139	\$ 123
2 x 3	6	2.875	3.25		\$ 155	\$ 141	\$ 128	\$ 111	\$ 99
2 x 2	4	2.875	2		\$ 114	\$ 103	\$ 92	\$ 80	\$ 71
1 x 4	4	1.375	3.75	25	\$ 114	\$ 103	\$ 92	\$ 80	\$ 71
1 x 3	3	1.375	3.25		\$ 92	\$ 83	\$ 73	\$ 63	\$ 57
1 x 2	2	1.375	2		\$ 76	\$ 67	\$ 59	\$ 51	\$ 46

**All Inclusive Multi Media
Advertising Packages &
Program Discounts
Are Available**

* Indicated rates apply only:

- a) to clients contracted for specified minimum ad size and prescribed minimum insertions;
- b) for the contracted ad size or smaller ads. For larger ads, next-column-left rates apply.

* For premium or requested placement:

- a) Add 10% for premium placement including back page and page 2.
- b) Color charges also apply, after premium is calculated
- c) Color charges and/or minimum size may be required for certain positions.

* Non-standard sizes & shapes:

Rate charged will be the rate for the standard ad size which could contain the requested size/shape.
Example: The open rate for a 3x6 (= 18 col-ins) would be \$417, the open rate for a 3x8.