

R I V E R R O A D
I M P R O V E M E N T C O R P O R A T I O N

CO-OP ADVERTISING INITIATIVE: *Featuring advertising at discounted rates*

FACT SHEET

In partnership with North Jersey Media Group

- Starting in the November issue of the Fair Lawn Chamber of Commerce's (FLCC) Focus publication, the River Road Improvement Corporation (RRIC) Co-Op Advertising Initiative with North Jersey Media Group (NJMG) will provide co-op advertising opportunities within special sections devoted exclusively to the business owners of the River Road District
- **The special RRIC co-op pricing for this advertising initiative is:**
 - Half Page \$150.00**
 - Quarter Page \$ 75.00**
 - Eighth Page \$ 37.50**
- The theme for the November issue is "Open Sunday." New themes are being developed for the January and March 2009 issues
- This section will appear in the natural centerfold of FLCC Focus publication
- For participating business owners, there will be 3 available sizes – Half Pages (9.65" x 6.75" or 4.771" x 14"), Quarter Pages (4.771" x 6.75") and Eighth Pages (4.771" x 3.34")
- All ads will appear in full color; NJMG can assist in ad creation
- Checks are to be made payable to RRIC and mailed to P.O. Box 1296, Fair Lawn, NJ 07410
- Fair Lawn Focus, which is inserted into the Fair Lawn Community News once each month, is delivered on Wednesdays to every household in Fair Lawn – a total audited circulation of 12,687
- The publish date for the issue with the first RRIC co-op advertising opportunities will be November 5, 2008
- First ad copy deadline is Oct 22, 2008
- All selling will be done by North Jersey Media Group representative:

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