



The River Road Improvement Corporation (RRIC), Broadway Improvement Corporation (BIC) and North Jersey Media Group are teaming up to bring you this

**DISCOUNTED ADVERTISING OPPORTUNITY YOU CAN AFFORD.**

**ADVERTISE IN THIS MONTHLY SECTION**

**AND TAKE ADVANTAGE OF RATES ONLY OFFERED TO LOCAL BUSINESSES.**

The River Road Improvement Corporation and the Broadway Improvement Corporation has purchased the center spread of the following issues and is underwriting these ads

**TO GIVE YOU A LOWER RATE!\***

2016 Publication Dates	Advertising Deadline
February 25	February 18
March 10	March 3
April 7	March 31
May 12	May 5
June 16	June 9
August 18	August 11
September 8	August 31
October 13	October 6
November 17	November 10
December 15	December 8

**PLUS: Advertise in four consecutive months and GET THE FIFTH MONTH FREE!\***

(FREE ad must be equal or lesser value; first four ads must be paid for to receive the 5th ad.)

Ad Size	Physical Size	Price Per Issue
Quarter page	4.77" x 5.25"	\$112
Eighth page	4.77" x 2.6"	\$56 <small>Rates are gross</small>

**To participate in this advertising program please call:**  
 Jeff Strysko, 973-569-7287 • Serena McDonald, 973-569-7208

**COMMUNITY NEWS**

Fair Lawn edition: 12,140 households

All advertising is subject to program details as may be determined by the RRIC & BIC and all advertisers will be apprised of the restrictions and benefits of the 2016 Promotional Program offered by the RRIC & BIC. Questions regarding program details may be referred to RRIC & BIC staff, Diana Vitrano, at 201-797-3442.

\*RRIC & BIC supplements a percentage of the advertisers' cost per issue including 100% of the free 5th week.

AS OF 01/18-2016\_WKLY\_BERGEN