





## Our Philosophy

"Everybody Gets It. Everybody Reads It."

It's more than a slogan. It's a business model that puts Elauwit Media publications far ahead of the field in terms of reader and advertiser satisfaction.

Elauwit Media publications are mailed to everyone in their community – something paid newspapers cannot claim. In fact, as more and more people refuse to pay for their news, paid newspapers are seeing their circulation numbers and market penetration drop, frustrating businesses that need to reach a particular community to advertise their goods and services.

Elauwit Media publications also are packed with community news our readers cannot find elsewhere – something free shoppers cannot claim. Our papers look, feel and read like traditional paid newspapers and include everything from in-depth coverage of local government to community calendars, business matters, letters to the editor, sports and extensive reporting of school events.

Our products deliver for all: Readers are eager to receive their newspaper to find out what is going on in their community and what's on sale at the local stores. Advertisers are rewarded by appearing in a publication that not only reaches 100 percent of their targeted market, but also is a must-read for all residents.

"Everybody Gets it. Everybody Reads it."  
It's a business philosophy that works for everybody.



## **South Jersey / Metro Philadelphia**

Elauwit Media serves South Jersey's most exclusive communities through weekly newspapers that are mailed each week to a total of almost 90,000 homes - providing 100-percent market penetration in those communities.

Elauwit Media also publishes South Jersey's market-leading business monthly, which is mailed to more than 9,000 business leaders in Burlington, Camden and Gloucester counties.



## Advertising Rates : Sun Newspapers

### The Haddonfield Sun (08033)

Weekly circulation: 7,400

Display column inch rate: \$10.00

\*Median family income: \$120,999

### The Moorestown Sun (08057)

Weekly circulation: 9,000

Display column inch rate: \$12.00

\*Median family income: \$113,044

### The Voorhees Sun (08043)

Weekly circulation: 12,100

Display column inch rate: \$13.00

\*Median family income: \$101,245

### The Cherry Hill Sun (08003)

Weekly circulation: 12,500

Display column inch rate: \$13.00

\*Median family income: \$113,677

### The Medford Sun (08055)

Weekly circulation: 10,500

Display column inch rate: \$12.00

\*Median family income: \$111,714

## Advertising Rates : Telegram Newspapers

### The Marlton Telegram (08053)

Weekly circulation: 18,300

Display column inch rate: \$18.00

\*Median family income: \$87,274

### The Mount Laurel Telegram (08054)

Weekly circulation: 20,000

Display column inch rate: \$17.00

\*Median family income: \$86,951

### Combination Discounts

Any two papers: 5 percent

Any four papers: 15 percent

All papers: 20 percent

### Frequency Discounts

12 times: 15 percent

26 times: 20 percent

40 times or more: 25 percent

Color Charge: \$200 / Zone / Insertion

Pre-Printed Inserts: \$40 / thousand

\* In 2007 dollars, from Money Magazine



## **Main Line / Metro Philadelphia**

Elauwit Media serves the Philadelphia Main Line's most exclusive communities through weekly newspapers that are mailed each week to nearly 6,000 homes - providing 100-percent market penetration in those communities.

Elauwit Media's communities on the Main Line each have a median family income of more than \$200,000, and represent the Philadelphia areas three most affluent ZIP Codes.



## Advertising Rates : Sun Newspapers

### The Villanova Sun (19085)

Weekly circulation: 1,900

Display column inch rate: \$5.00

\*Median family income: \$239,253

### The Gladwyne Sun (19035)

Weekly circulation: 1,500

Display column inch rate: \$5.00

\*Median family income: \$252,804

### The Merion Station Sun (19066)

Weekly circulation: 2,000

Display column inch rate: \$5.00

\*Median family income: \$203,871

### Combination Discounts

Any two papers: 10 percent

All papers: 20 percent

### Frequency Discounts

12 times: 15 percent

26 times: 20 percent

40 times or more: 25 percent

Color Charge: \$200 / Zone / Insertion

Pre-Printed Inserts: \$40 / thousand

\* In 2008 dollars, from ESRI Business Solutions



## **Metro Columbia, South Carolina**

Elauwit Media serves the Columbia area's most exclusive communities through weekly newspapers that are mailed each week to a total of nearly 25,000 homes - providing 100-percent market penetration in those communities.

Elauwit Media also publishes Columbia's market-leading business monthly, which is mailed to nearly 10,000 business leaders in Lexington and Richland counties.



## Advertising Rates : Sun Newspapers

### The Chapin Sun (29036)

Weekly circulation: 7,400

Display column inch rate: \$8.00

\*Median family income: \$90,682

### The Irmo Sun (29063)

Weekly circulation: 10,100

Display column inch rate: \$10.00

\*Median family income: \$88,431

### The Forest Acres Sun (29206)

Weekly circulation: 7,000

Display column inch rate: \$8.00

\*Median family income: \$92,994

### Combination Discounts

Any two papers: 10 percent

All papers: 20 percent

### Frequency Discounts

12 times: 15 percent

26 times: 20 percent

40 times or more: 25 percent

Color Charge: \$200 / Zone / Insertion

Pre-Printed Inserts: \$40 / thousand

\* In 2008 dollars, from Publisher's Information Center



## **Business Trends**

Elauwit Media serves five of the East Coast's most active business communities through business publications that are mailed each month to a total of nearly 45,000 business leaders.

Elauwit Media's Business Trends are mailed to Chamber of Commerce members and businesses with two or more employees in the markets we reach, providing total coverage to each business community.



## Advertising Rates : Business Trends

### South Jersey Business Trends

Monthly circulation: More than 9,000 in Camden, Gloucester and Burlington counties, NJ  
Display column inch rate: \$20.00

### Staten Island Business Trends

Monthly circulation: 6,000 on Staten Island, NY  
Display column inch rate: \$21.00

### Brooklyn Business Trends

Monthly circulation: More than 10,000 in Brooklyn, NY  
Display column inch rate: \$26.00

### Midlands Business Trends

Monthly circulation: Nearly 10,000 in Lexington and Richland counties, SC  
Display column inch rate: \$21.00

### Greenville Business Trends

Monthly circulation: Nearly 10,000 in Greenville and Spartanburg counties, SC  
Display column inch rate: \$21.00

### Combination Discounts

Any two papers: 10 percent  
Any four papers: 15 percent  
All papers: 20 percent

### Frequency Discounts

3 months: 15 percent  
6 months: 20 percent  
12 months: 25 percent

Color Charge: \$100 / Zone / Insertion

Pre-Printed Inserts: \$40 / thousand