



HIGHLAND PARK PLANET

"Community journalism. Welcome to our Planet."

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SERVICE TO THE COMMUNITY

Welcome to Highland Park Planet whose goal is to be the premier online news source and issues platform for the Highland Park community. It has one bias—to adhere to the principles of non-biased reporting. In addition to objectivity, the Planet stresses excellence in writing, timeliness, and accuracy in reporting. We strive to create a forum for constructive debate and a tool for engaging in community life. Highland Park is a diverse community with many voices, and we will work to reflect them all. The fuel for our efforts comes from a belief that community journalism is a necessary ingredient to a functioning democracy and a cohesive community.

ABOUT HIGHLAND PARK PLANET

The Planet crew consists of a mix of residents and seasoned communications professionals. Owner, Editor-in-Chief Pam Hersh, a native New Jerseyan, Rutgers undergraduate and graduate alumna, and family living in Highland Park, has been a community news aficionado for four decades and that includes having been managing editor for the Princeton Packet newspaper, as well as a local news columnist and writer for various Central Jersey publications. Owner Publisher Randall Solomon, also a graduate Rutgers alumnus, brings his experience of two decades of community engagement as the founder and co-director of Sustainable Jersey. Other core Planet staffers include: Arts Editor Jonathan Horowitz, Highland Park's renowned artist/muralist and arts activist; Calendar Editor Jennifer Fisher, former Highland Park schools librarian; Assistant Community News Editor, Jonathan Cantor, Central Jersey native, actor, writer; Creative Design Director, Laurel Masten Cantor; Advertising Manager—this position is being recruited.

A COMMUNITY PROJECT: JOIN THE TEAM

There is plenty of room and opportunity for you – the readers and residents of Highland Park – to be part of this exciting and important initiative. We are soliciting paid and volunteer help in all departments, i.e., writing, reporting, editing, ad sales, as well as members of a Community Advisory Board, and purchasers of our Highland Park Planet T-shirts and/or donations in any amount to help sustain this important community resource.

SERVING ADVERTISERS AND THE BUSINESS COMMUNITY

Are you an advertiser looking to reach an educated, prosperous, creative, industrious and diverse community? Let us help you reach your target audience and grow your business. Some facts about Highland Park:

- Population 14,000; with 7,778 people per square mile, thus one of the densest municipalities in New Jersey.
- Covering stories that interest and extend our reach into neighboring New Brunswick, Piscataway, and Edison.
- Home to one of the most highly educated communities in New Jersey: 60 percent of residents have a college degree.
- High median family income of \$103,316.
- Five- to-10 minute walk/bike to major employment centers in health care, research, and higher education.
- Northeast Corridor rail station. 45-minute express to NY Penn Station.
- 25,000 vehicles pass through the heart of downtown along Raritan Avenue daily.
- Vibrant downtown business district, including a hip local music and arts scene, represented by an well organized and active business community.

Visit us at our website: www.highlandparkplanet.org

Stay in the loop! Join our Google Group at: <https://groups.google.com/forum/#!forum/highland-park-planet-updates>

ADVERTISING OPPORTUNITIES

- 1 Headline Banner — Our most prestigious and visible placement.
- 2 Top Box — Prominent ad placement at the top of the ad column.
- 3 Second Box — Highly visible ad placement.
- 4 Above the Fold — A reserved slot above the fold on most browsers.
- 5 First Scroll — A reserved slot above the fold or first scroll down.
- 6 - 11 Cost Effective — An efficient and cost-effective way to get your message out.



HIGHLAND PARK PLANET offers marketing and advertising solutions to match your budget and needs. Advertising ranges from profile-raising banner placement to locations within the body of the publication — both of which will be effective in getting the attention of your desired audience.

Highland Park Planet will go live in November 2014. We are looking for “Founding Advertisers” to join our team for the public launch and first issue.

Founding Advertisers will receive special benefits including:

- Permanent recognition as a key early supporter of Highland Park Planet and supporter of community journalism
- Special advertising rates
- Inclusion on a list of Founding Advertisers that will be displayed on the Highland Park Planet website
- Rights to use the label “Highland Park Planet Founding Advertiser” and the HPP Logo in your own advertising and marketing materials

Contact Randy Solomon, rsolomon@highlandparkplanet.org, for details.

— Randall Solomon, Publisher, Highland Park Planet, 732-846-6234



HIGHLAND PARK PLANET

Rate Card



Founding Advertiser Rates

- ⊗ Special rates for ads taken prior to January 1, 2015
- ⊗ Permanent recognition as a key early supporter of Highland Park Planet and supporter of community journalism
- ⊗ Inclusion on a list of Founding Advertisers that will be displayed on the Highland Park Planet website
- ⊗ Rights to use the label “Highland Park Planet Founding Advertiser” and the HPP Logo in your own advertising and marketing materials



Base Rates (Founding Advertisers get negotiated discount)

⊗ Placement 1 – Headline Banner	\$275/month
⊗ Placement 2 – Top Box	\$225/month
⊗ Placement 3 – Second Box	\$200/month
⊗ Placement 4 – Above Fold	\$175/month
⊗ Placement 5 – First Scroll	\$150/month
⊗ Placements 6-10 – Cost Effective Exposure	\$135/month
⊗ Weekly News Digest – Your ad in our weekly free email	Contact us

Self-Editable Ads!

Keep your message fresh with editable ads. Change your ad’s message anytime you like, as often as you like, with a simple app or from your computer. Tout your specials, events, and communicate with your audience. HPP offers this service in ad placements 1-5 for an additional \$60 per month. Contact us to discuss details.



The Fine Print

- ⊗ Rates above are for 3 month commitment
- ⊗ All ads link to advertiser’s website or Facebook (one link only per ad)
- ⊗ All ads display 24/7
- ⊗ Ads in positions 1-4 appear in a rotation of up to 4 advertisers per box
- ⊗ Ads in positions 5-10 rotate between boxes 5-10 in a pool that averages 4 advertisers per box (24 ads in the pool rotating randomly between boxes 5-10)

Ad Specs:

- ⊗ Graphic Design Services at your request, custom built in-house, \$50/ad.
 - (\$25 per hour requested alteration or design work thereafter)
- ⊗ Headline Banner 960x120 pixels
- ⊗ Side Column Boxes 300x250 pixels
- ⊗ Save files in high quality .jpg; No flash files

For additional info or to check availability, please contact:

Randy Solomon, rsolomon@highlandparkplanet.org or 732-846-6234