

ASSEMBLY, No. 3638

STATE OF NEW JERSEY 219th LEGISLATURE

INTRODUCED MARCH 16, 2020

Sponsored by:

Assemblyman ERIK PETERSON

District 23 (Hunterdon, Somerset and Warren)

SYNOPSIS

Requires any newspaper that publishes official advertising to also post that advertising on newspaper's Internet website.

CURRENT VERSION OF TEXT

As introduced.



1 AN ACT requiring any newspaper that publishes official advertising
2 to also post that advertising on the newspaper's Internet website
3 and amending R.S.35:2-1.
4

5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*
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8 1. R.S.35:2-1 is amended to read as follows;

9 1. a. The price to be paid for publishing all official advertising
10 as defined in R.S. 35:1-1 in newspapers shall be as follows:

11 In newspapers published in the State of New Jersey having a
12 bona fide net paid circulation of up to 2,500 copies, the rate shall be
13 \$0.25 per line for each insertion; in the case of any newspaper
14 having a bona fide net paid circulation of not less than 2,500 copies
15 nor more than 5,000 copies, the rate shall be \$0.31 per line for each
16 insertion; and in the case of any newspaper having a bona fide net
17 paid circulation of not less than 5,000 copies and not more than
18 10,000 copies, the rate shall be \$0.34 per line per insertion; and in
19 the case of any newspaper having a bona fide net paid circulation of
20 not less than 10,000 copies and not more than 30,000 copies, the
21 rate shall be \$0.35 per line per insertion; and in the case of any
22 newspaper having a bona fide net paid circulation of not less than
23 30,000 and not more than 45,000 copies, the rate shall be \$0.36 per
24 line per insertion; and in the case of any newspaper having a bona
25 fide net paid circulation of not less than 45,000 copies and not more
26 than 60,000 copies, the rate shall be \$0.38 per line per insertion;
27 and in the case of any newspaper having a bona fide net paid
28 circulation of not less than 60,000 copies and not more than 75,000
29 copies, the rate shall be \$0.44 per line per insertion; and in the
30 case of any newspaper having bona fide net paid circulation of not
31 less than 75,000 copies and of more than 100,000 copies, the rate
32 shall be \$0.60 per line per insertion; and in the case of any
33 newspaper having a bona fide net paid circulation of not less than
34 100,000 copies, and not more than 125,000 copies, the rate shall be
35 \$0.66 per line per insertion; and in the case of any newspaper
36 having a bona fide net paid circulation of not less than 125,000
37 copies, and not more than 150,000, the rate shall be \$0.72 per line
38 per insertion; and in the case of any newspaper having a bona fide
39 net paid circulation of not less than 150,000 copies and not more
40 than 200,000 copies, the rate shall be \$0.82 per line per insertion;
41 and in the case of newspapers having a bona fide net paid
42 circulation of not less than 200,000 copies and not more than
43 300,000 copies, the rate shall be \$0.91 per line per insertion; and
44 in the case of any newspaper having a bona fide net paid
45 circulation in excess of 300,000 copies the rate shall be \$1.00 per

EXPLANATION – Matter enclosed in bold-faced brackets **[thus]** in the above bill is
not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

1 line per insertion; but before any newspaper can charge the
2 foregoing rates, the publisher or business manager of such
3 newspaper must file with the properly authorized officer of every
4 municipality, county or governing body, placing official
5 advertising in such newspaper, an affidavit setting forth the
6 average net paid circulation of such newspaper for the 12-month
7 period ending September 30 next preceding and the rate to be
8 charged for official advertising, which in no case shall be in excess
9 of, or below, the rates provided in the foregoing schedule.

10 Lines shall be calculated upon the basis of the space that a 6
11 point line, 8 picas wide would occupy.

12 b. Any newspaper that is paid to publish official advertising,
13 pursuant to the provisions of subsection a. of this section, shall, at
14 no additional charge, also post that advertising on the same Internet
15 website on which the newspaper's publishes the news for the same
16 period of time that the advertising is required to be published in the
17 newspaper. The posting of legal advertising on the website of a
18 third party shall not comply with the provisions of this subsection.
19 (cf: P.L.1983, c.117, s.1)

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21 2. This act shall take effect on the 60th day after the date of
22 enactment.

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25 STATEMENT

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27 This bill requires any newspaper that is paid to publish official
28 advertising to also post that advertising, at no additional charge, on
29 the same Internet website on which the newspaper's publishes the
30 news for the same period of time that the advertising is required to
31 be published in the newspaper. Posting of legal advertising on the
32 website of a third party will not comply with this requirement. The
33 bill will take effect on the 60th day after the date of enactment.