

2017

Advertising Rates
Effective January 1, 2017

PATERSON TIMES



Media Kit
patersonontimes.com

More readers and reach in Paterson than any other newspaper.

2016 Yearly Statistics



- **826K** users
- **2.31M** sessions
- **3.35M** page views

Source: Google Analytics

279K



Avg. Monthly Page Views

20K



Avg. Monthly Facebook Reach

76K



28-day Tweet Impressions

170K



Avg. Monthly Mobile Sessions

2.3K



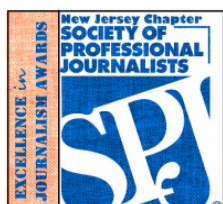
Instagram Followers

NOTE: K = THOUSANDS
M = MILLIONS

Award Winning Journalism



PHOTO CREDIT: JON FRANQUI



2015 Excellence in Journalism Awards from the New Jersey Society of Professional Journalists (NJ-SPJ)
- Second-place in the Best Local News category



2013 Partnered with Montclair State University for The Immigration Project



2013 Member of the New Jersey News Commons

Paterson council passes mayor's budget changes with reduced tax burden

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Two brothers charged for role in \$290,000 Paterson Park party equipment theft.

Paterson mayor allegedly used city workers at his property.

Lab Teller says to disqualify Wendy Claxton from Paterson's 2016 Ward race.

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3:45 PM

Paterson council passes mayor's budget changes with reduced tax burden

After much wrangling over the past month that was led by a local government spokesman, council members on Tuesday night approved mayor John "Jay" Tavel's budget amendments with a reduced 2.5-percent tax increase.

12:45 PM

Paterson mayor allegedly used city workers at his property

After viewing video footage of public works employees allegedly working at mayor John "Jay" Tavel's private residence, city council members on Tuesday night called for an investigation.

12:45 PM

Lab Teller says to disqualify Wendy Claxton from Paterson's 2016 Ward race

City Council candidate Jay Teller filed his petition on Monday to nullify the candidacy of Wendy Claxton in the 2016 Ward municipal election alleging some of her petitions were duplicate, had non-validating signatures, and at least one was forged, according to ward documents.

F2

3:45 PM

Two brothers charged for role in \$290,000 Paterson Park party equipment theft

Two brothers were arrested Tuesday for their alleged role in a \$290,000 party equipment theft that occurred in Prospect Park, according to Paterson County Sheriff Richard Burke.

12:45 PM

Paterson man, 22, charged with murder for allegedly shooting, killing 54-year-old man

A 22-year-old city man has been charged with murder for allegedly shooting and killing a 54-year-old Paterson man on March 4, 2016, according to authorities.

MARCH 8, 2016

Police 22 arrested on drug charges in weekly Paterson rivalry

The city's police officers nabbed 22 people on drug charges during their weekly rivalry rivalry event, according to police.

F3

MARCH 11, 2016

Former Paterson director Glenn Brown alleges district breached contract, racially discriminated against him

Former city public safety director Glenn Brown who made abortive attempts to obtain two different high paying jobs at the city's school district is suing the district and the state-appointed superintendent of racial discrimination and breach of contract, according to a lawsuit filed in January.

MARCH 11, 2016

Paterson schools get eight field trip grants

Eight city schools received grant money for field trips to the Liberty Science Center, the New Jersey State Botanical Garden, the Apollo Theater, and many more from the Field Trip New Jersey initiative funded by the Community Foundation of New Jersey and the Geraldine R. Dodge Foundation.

MARCH 11, 2016

Paterson charter school accepts 80 students from 1,300 applications

More than a thousand parents and children descended into the auditorium of the Paterson Charter School for Science and Technology on Thursday afternoon in hopes of being accepted to the school.

F4



Rosa Parks High School holding college prep workshop

The Rosa Parks School of Fine and Performing Arts is holding a college preparation workshop for prospective college students on March 20, 2016 at 6 p.m.

Wednesday, March 30, 2016

HOT TOPICS

Paterson woman cited in the back on Summer Street, police

Paterson arrested after setting fire to his (James) clinic of St. Joseph's Hospital

Police 22 arrested on drug charges in weekly Paterson rivalry

Police: Three men arrested after their with gun, drugs

Paterson mayor allegedly used city workers at his property

Paterson students to protest education cuts with walk out demonstrations

Paterson police received three assault rifles, hundreds of ammunition

Paterson issues suspension, probation to five liquor stores

Shoot: 29-year-old arrested on drug charge after 100-minute pursuit

Paterson man, 22, charged with murder for allegedly shooting, killing 54-year-old man



Front Page Digital Rates

All rates are for a 4-week period

F1
Rate..... \$950
Pixels.....728x90

F2
Rate..... \$800
Pixels.....728x90

F3
Rate..... \$600
Pixels.....728x90

F4
Rate..... \$500
Pixels.....728x90

Skyscraper
Rate..... \$600
Pixels.....300x600 or 160x600

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Paterson looking to start municipal ID program

Paterson | **Paterson** | 6 hours ago by David Fishman



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BY *Paterson Times*

TAGS

Alto, Minnie, Malika, Davila, Islamorada, Altranuzman

The city is looking to start a municipal identification card program which will allow vulnerable populations to obtain photo IDs allowing them to access various city services, according to municipal officials.

"The goal is to have more residents cooperate with the police department and have access to community services," said councilor cooperation officer Hakeem Nguyen to council members on Tuesday night.

"Many marginalized communities lack a valid form of identification," without which they "are unable to report crimes to police," or "cooperate with law enforcement," according to the resolution before the council to create the municipal ID program.

"Make it clear to me. What will be the benefits?" asked Malika Davila, councilwoman at-large. The program will benefit the city's homeless, transgender, indigent, sex-workers and others who lack official identification, according to the resolution.

Nguyen said members of marginalized communities will be better able to take part in the civic and economic life of the city by using ID cards. She said IDs will allow residents to open bank accounts, obtain discounts, and other offers from local businesses.

Those marginalized individuals will also have less fear in reporting labor, housing, workplace, health, safety, and wage violations to authorities, according to the resolution.

"There will be a cost for the resident ID," said Nguyen. She said the city will charge a fee to issue the ID cards. She also noted the ID program will be tiered so that poor residents are able to obtain the cards without charge.

The IDs will be valid for two years, she said.

The city already has the machine to print the cards and has a roll out plan in place. The program will begin with the enrollment of 1,000 municipal employees.

The program's start-up cost will have to be covered by the city. It's not yet clear what the cost will be to run the program.

Health officer Thakar "Thal" Faruqi said the city does not plan on hiring new employees for the program.

A resident will have to provide proof of residency and other documents to prove their identities before receiving a card, said officials.

Alto Minnie, councilman at-large, asked what documents he will need to prove his identity, if he was an illegal immigrant.

Proof could include a foreign passport, said officials.

Faruqi said the information that's collected through the program will be kept in the city's vital statistics office.

Some council members wondered why the program is not run out of the city's police department.

Law director Domenick Stampone said similar programs in cities like New Haven and San Francisco are run out of a "neutral arena" so as to overcome the suspicion certain communities have of the police.

"I like the idea. It's a way they can disclose themselves," said Mohammed Altranuzman, 2nd Ward councilman, referring to illegal aliens.

Michael Jackson, 1st Ward councilman, asked about the technology the city will use to create these cards. He wanted to know whether they will be based on biometric identification so as to have at least a fingerprint on the card.

Stampone said high-tech cards, even one with a fingerprint, may cost much more to the city.

Mayor Jose "Joey" Torres, who came out in support of granting undocumented immigrants driving privileges last year, sought to get the council's approval for the program last year.

Council members postponed any action on the measure. The measure will not be up for a vote at the regular meeting of the council next week. It was taken off the agenda.

Torres did not return a call for comment on Wednesday morning.

Torres abruptly attempted to start the program without going through the council, according to sources.

Municipal ID programs have been used around the country to assist undocumented immigrants to obtain official identification cards.

Wednesday, March 18, 2015

S1

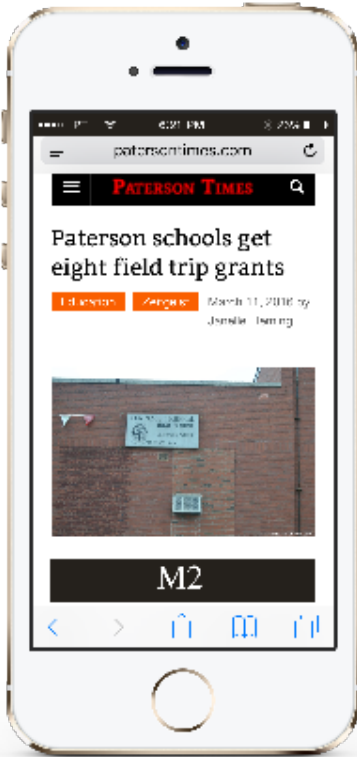
S2

In-Story Digital Rates

All rates are for a 4-week period

S1
Rate..... \$800
Pixels..... 160x600

S2
Rate..... \$700
Pixels..... 160x600



M1

Rate.....\$800

Pixels.....230x230

M2

Rate.....\$950

Pixels.....320x50

M3

Rate.....\$800

Pixels.....230x230

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