

35:2-1

LEGISLATIVE HISTORY CHECKLIST

NJSA 35:2-1 (Legal advertising--increase in official lineage rate)

LAWS OF 1977 CHAPTER 433

Bill No. A3445

Sponsor(s) Burns

Date Introduced July 11, 1977

Committee: Assembly Commerce, Industry & Professions

Senate Revenue, Finance & Appropriations

Amended during passage	Yes	<del>Yes</del>	Amendments during passage denoted by asterisks
Date of Passage: Assembly	<u>Dec. 15, 1977</u>		
Senate	<u>Jan. 10, 1978</u>		
Date of approval	<u>Feb. 28, 1978</u>		

Following statements are attached if available:

Sponsor statement	Yes	<del>Yes</del>	(Below)
Committee Statement: Assembly	Yes	<del>Yes</del>	
Senate	<del>Yes</del>	No	
Fiscal Note	Yes	<del>Yes</del>	
Veto Message	<del>Yes</del>	No	
Message on signing	<del>Yes</del>	No	
Following were printed:			
Reports	<del>Yes</del>	No	
Hearings	<del>Yes</del>	No	

Sponsor's Statement:

This bill would increase the lineage rate for official legal advertising by approximately 15%. The rates have remained unchanged since 1968.

9/1/78

M.S. 1978

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ASSEMBLY, No. 3445

STATE OF NEW JERSEY

INTRODUCED JULY 11, 1977

By Assemblyman BURNS

Referred to Committee on Commerce, Industry and Professions

AN ACT concerning official advertising, and amending section  
35:2-1 of the Revised Statutes.

1 BE IT ENACTED *by the Senate and General Assembly of the State*  
2 *of New Jersey:*

1 1. Section 35:2-1 of the Revised Statutes is amended to read  
2 as follows:

3 35:2-1. The price to be paid for publishing all official advertis-  
4 ing as defined in section 35:1-1 of this Title in newspapers shall  
5 be as follows:

6 In newspapers published in the State of New Jersey having a  
7 bona fide net paid circulation of up to 2,500 copies, the rate shall  
8 be ~~[\$0.18]~~ \$0.21 per ~~\*[agate (or 5½ point)]\*~~ \*5 1/2 point\* line for  
9 each insertion; in the case of any newspaper having a bona fide  
10 net paid circulation of not less than 2,500 copies nor more than  
11 5,000 copies, the rate shall be ~~[\$0.23]~~ \$0.26 per ~~\*[agate]\*~~ \*5 1/2  
12 point\* line for each insertion; and in the case of any newspaper  
13 having a bona fide net paid circulation of not less than 5,000 copies  
14 and not more than 10,000 copies, the rate shall be ~~[\$0.24]~~ \$0.28  
15 per ~~\*[agate]\*~~ \*5 1/2 point\* line per insertion; and in the case of  
16 any newspaper having a bona fide net paid circulation of not less  
17 than 10,000 copies and not more than 30,000 copies, the rate shall  
18 be ~~[\$0.25]~~ \$0.29 per ~~\*[agate]\*~~ \*5 1/2 point\* line per insertion;  
19 and in the case of any newspaper having a bona fide net paid  
20 circulation of not less than 30,000 and not more than 45,000 copies,  
21 the rate shall be ~~[\$0.26]~~ \$0.30 per ~~\*[agate]\*~~ \*5 1/2 point\* line  
22 per insertion; and in the case of any newspaper having a bona  
23 fide net paid circulation of not less than 45,000 copies and not  
24 more than 60,000 copies, the rate shall be ~~[\$0.28]~~ \$0.32 per  
25 ~~\*[agate]\*~~ \*5 1/2 point\* line per insertion; and in the case of any  
26 newspaper having a bona fide net paid circulation of not less than

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

27 60,000 copies and not more than 75,000 copies, the rate shall be  
 28 ~~[\$0.32]~~ \$0.37 per \*~~[agate]~~\* *\*5 1/2 point\** line per insertion; and  
 29 in the case of any newspaper having a bona fide net paid circulation  
 30 of not less than 75,000 copies and not more than 100,000 copies,  
 31 ~~the rate shall be [\$0.44]~~ \$0.50 per \*~~[agate]~~\* *\*5 1/2 point\** line per  
 32 insertion; and in the case of any newspaper having a bona fide  
 33 net paid circulation of not less than 100,000 copies, and not more  
 34 than 125,000 copies, the rate shall be ~~[\$0.48]~~ \$0.55 per \*~~[agate]~~\*  
 35 *\*5 1/2 point\** 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 copies, the rate shall be ~~[\$0.52]~~  
 38 \$0.60 per \*~~[agate]~~\* *\*5 1/2 point\** line per insertion; and in the  
 39 case of any newspaper having a bona fide net paid circulation of  
 40 not less than 150,000 copies and not more than 200,000 copies,  
 41 the rate shall be ~~[\$0.59]~~ \$0.68 per \*~~[agate]~~\* *\*5 1/2 point\** line  
 42 per insertion; and in the case of newspapers having a bona fide  
 43 net paid circulation of not less than 200,000 copies, and not more  
 44 than 300,000 copies, the rate shall be ~~[\$0.66]~~ \$0.76 per \*~~[agate]~~\*  
 45 *\*5 1/2 point\** line per insertion; and in the case of any newspaper  
 46 having a bona fide net paid circulation in excess of 300,000 copies  
 46A the rate shall be ~~[\$0.72]~~ \$0.83 per \*~~[agate]~~\* *\*5 1/2 point\** line per  
 46B insertion; but before any newspaper can charge the foregoing  
 46C rates, the publisher or business manager of such newspaper must  
 46D file with the properly authorized officer of every municipality,  
 47 county or governing body, placing official advertising in such news-  
 48 paper, an affidavit setting forth the average net paid circulation  
 49 of such newspaper for the 12 months' period ending September 30  
 50 next preceding and the rate to be charged for official advertising,  
 51 which in no case shall be in excess of, or below, the rates provided  
 52 in the foregoing schedule.

53 The charge per \*~~[agate or]~~\*  $5\frac{1}{2}$  point line shall be based on  
 54 measurement of a line of not less than 9 picas in width, but date  
 55 lines, paragraph endings, titles, signatures and similar short lines  
 56 or lines that require special emphasis, such as the title of the  
 57 notice, shall be computed as full lines where set to conform to the  
 58 usual rules of composition.

1 2. This act shall take effect 30 days after enactment.

ASSEMBLY COMMERCE, INDUSTRY AND PROFESSIONS  
COMMITTEE

STATEMENT TO

**ASSEMBLY, No. 3445**

with Assembly committee amendments

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**STATE OF NEW JERSEY**

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DATED: NOVEMBER 29, 1977

This bill would increase the lineage rate for official legal advertising by approximately 15%. The Assembly Commerce, Industry and Professions Committee believes that this rate increase is reasonable and justifiable because of the escalating costs of newsprint, materials and labor in publishing newspapers. The rate was last changed in 1968.

FISCAL NOTE TO  
**ASSEMBLY, No. 3445**

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**STATE OF NEW JERSEY**

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DATED: DECEMBER 1, 1977

Assembly Bill No. 3445 increases the lineage rate for official legal advertising by approximately 15%.

The Treasury Department estimates that enactment of this legislation would increase State expenditures by about \$12,000.00 per year.

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The fiscal note is based on actual cost information.

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In compliance with written request received, there is hereby submitted a fiscal estimate for the above bill, pursuant to P. L. 1962, c. 27.