

January 15, 1970

LEGISLATIVE HISTORY OF R.S. 35:2-1
(Rates for official advertising)

Copy 2

L. 1857, Chapter 137 - Approved March 20, 1857.

L. 1863, Chapter 92 - Approved March 6, 1863.

L. 1891, Chapter 223 - A307
No statement.
Not amended during passage.

L. 1895, Chapter 144 - A266

L. 1898, Chapter 187 - S234
No statement.
Not amended during passage.

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Trenton, N. J.

L. 1920, Chapter 6 - A80
Introduced February 2 by McAteer.
Not amended during passage.
Statement (copy enclosed of original bill with statement).
The two acts referred to in this statement are:

L. 1909, chapter 67 - A232
No statement.
Not amended during passage.

L. 1919, chapter 52 - A205
No statement.
Amended during passage (copies of original bill and amendments enclosed).

L. 1944, Chapter 156 - A157
Introduced April 3 by Jones.
We have no copy of the original bill, so we cannot supply statement, if any.
Amended in Assembly.

L. 1952, Chapter 250 - S111
Introduced February 4 by Hand.
Bill had statement (copy enclosed).
Amended by Senate Committee (copy enclosed).

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L. 1955, Chapter 233 - S311
Introduced May 16 by Stout.
No statement.
Not amended during passage.
Increases rates and makes other changes in wording.

L. 1962, Chapter 130 - S207
Introduced March 19 by Stout [and others].
Not amended during passage.
No statement.
Increases prices and makes other changes in wording.

✓ L. 1968, Chapter 134 - S510 (all forms of bill enclosed)
Introduced March 11 by McDermott & Crabel.
May 6 - Passed Senate, amended (copy enclosed).
June 24 - Passed Assembly, amended (copy enclosed).
June 24 - Assembly amendment passed Senate.
July 9 - Approved.
Statement reads as follows:

The purpose of this amendment is to provide an increase in the rates for official public notice advertising commensurate with increased production costs in the newspaper industry and to substitute the proper term "picas" for "ems."

Books:

NJ Allen, Charles Laurel
TB199 Publication laws of New Jersey.
N8
A525

TB199 Merrill on Notice. vol. 2.
N8
M571

No hearings or reports were located.

Checked the following without success.
V.F.--N.J.--Advertising - 1966 thru 1969.

Index to New Jersey Law Journal, 1957-1969.

JH/PC

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[SECOND OFFICIAL COPY REPRINT]

SENATE, No. 510

STATE OF NEW JERSEY

INTRODUCED MARCH 11, 1968

By Senators McDERMOTT and CRABIEL

Referred to Committee on Revision and Amendment of Laws

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 as
2 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 be
5 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 be
8 **[\$0.16]** ***[\$0.19]*** *\$0.18* per agate (or 5½ point) line for each
9 insertion; in the case of any newspaper having a bona fide net paid
10 circulation of not less than 2,500 copies nor more than 5,000 copies,
11 the rate shall be **[\$0.20]** ***[\$0.24]*** *\$0.23* per agate line for each
12 insertion; and in the case of any newspaper having a bona fide
13 net paid circulation of not less than 5,000 copies and not more than
14 10,000 copies, the rate shall be **[\$0.22]** ***[\$0.26]*** *\$0.24* per agate
15 line per insertion; and in the case of any newspaper having a bona
16 fide net paid circulation of not less than 10,000 copies and not more
17 than 30,000 copies, the rate shall be **[\$0.23]** ***[\$0.28]*** *\$0.25* per
18 agate line per insertion; and in the case of any newspaper having
19 a bona fide net paid circulation of not less than 30,000 and not
20 more than **[50,000]** 45,000 copies, the rate shall be **[\$0.24]** ***[\$0.29]***
21 *\$0.26* per agate line per insertion; and in the case of any news-
22 paper having a bona fide net paid circulation of not less than
23 **[50,000]** 45,000 copies and not more than **[75,000]** 60,000 copies,
24 the rate shall be **[\$0.26]** ***[\$0.31]*** *\$0.28* per agate line per
25 insertion; and in the case of any newspaper having a bona fide net

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

26 paid circulation of not less than **[75,000]** 60,000 copies and not more
 27 than **[100,000]** 75,000 copies, the rate shall be **[\$0.32]** ***[\$0.38]***
 28 ****[\$0.29]**** ****\$0.32**** per agate line per insertion; and in the
 29 case of any newspaper having a bona fide net paid circulation of
 30 not less than **[100,000]** 75,000 copies and not more than **[125,000]**
 31 100,000 copies, the rate shall be **[\$0.40]** ***[\$0.43]*** ****[\$0.35]****
 32 ****\$0.44**** per agate line per insertion; and in the case of any news-
 33 paper having a bona fide net paid circulation of not less than
 34 **[125,000]** 100,000 copies, and not more than **[150,000]** 125,000
 35 copies, the rate shall be **[\$0.47]** ***[\$0.48]*** ****[\$0.44]**** ****\$0.48****
 36 per agate line per insertion; *and in the case of any newspaper*
 37 *having a bona fide net paid circulation of not less than 125,000*
 38 *copies, and not more than 150,000 copies, the rate shall be ***[\$0.57]****
 39 **\$0.52* per agate line per insertion;* and in the case of any news-
 40 paper having a bona fide net paid circulation ****[in excess of]****
 41 ****of not less than**** 150,000 copies ****and not more than 200,000****,
 42 the rate shall be **[\$0.54]** ***[\$0.65]*** ***\$0.59*** per agate line per in-
 43 sertion; ****and in the case of newspapers having a bona fide net paid**
 44 **circulation of not less than 200,000 copies, and not more than**
 45 **300,000 copies the rate shall be \$0.66 per agate line per insertion;**
 46 **and in the case of any newspaper having a bona fide net paid circu-**
 47 **lation in excess of 300,000 copies the rate shall be \$0.72 per agate**
 47A **line per insertion;**** but before any newspaper can charge the
 47B foregoing rates, the publisher or business manager of such news-
 47C paper must file with the properly authorized officer of every
 47D municipality, county or governing body, placing official advertising
 47E in such newspaper, an affidavit setting forth the average net paid
 47F circulation of such newspaper for the 12 months' period ending
 47G September 30 next preceding and the rate to be charged for official
 47H advertising, which in no case shall be in excess of, or below, the
 47I rates provided in the foregoing schedule.

48 The charge per agate or 5½ point line shall be based on measure-
 49 ment of a line of not less than **[10 ems]** 9 picas in width, but date
 50 lines, paragraph endings, titles, signatures and similar short lines
 51 or lines that require special emphasis, such as the title of the notice,
 52 shall be computed as full lines where set to conform to the usual
 53 rules of composition.

1 2. This act shall take effect immediately.

SENATE, No. 510

STATE OF NEW JERSEY

INTRODUCED MARCH 11, 1968

By Senators McDERMOTT and CRABIEL

Referred to Committee on Revision and Amendment of Laws

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 as
2 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 be
5 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 be
8 **[\$0.16]** \$0.19 per agate (or 5½ point) line for each insertion; in the
9 case of any newspaper having a bona fide net paid circulation of not
10 less than 2,500 copies nor more than 5,000 copies, the rate shall be
11 **[\$0.20]** \$0.24 per agate line for each insertion; and in the case of
12 any newspaper having a bona fide net paid circulation of not less
13 than 5,000 copies and not more than 10,000 copies, the rate shall be
14 **[\$0.22]** \$0.26 per agate line per insertion; and in the case of any
15 newspaper having a bona fide net paid circulation of not less than
16 10,000 copies and not more than 30,000 copies, the rate shall be
17 **[\$0.23]** \$0.28 per agate line per insertion; and in the case of any
18 newspaper having a bona fide net paid circulation of not less than
19 30,000 and not more than **[50,000]** 45,000 copies, the rate shall be
20 **[\$0.24]** \$0.29 per agate line per insertion; and in the case of any
21 newspaper having a bona fide net paid circulation of not less than
22 **[50,000]** 45,000 copies and not more than **[75,000]** 60,000 copies,
23 the rate shall be **[\$0.26]** \$0.31 per agate line per insertion; and
24 in the case of any newspaper having a bona fide net paid circulation
25 of not less than **[75,000]** 60,000 copies and not more than **[100,000]**

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

26 75,000 copies, the rate shall be ~~[\$0.32]~~ \$0.38 per agate line per in-
 27 sertion; and in the case of any newspaper having a bona fide net
 28 paid circulation of not less than ~~[100,000]~~ 75,000 copies and not
 29 more than ~~[125,000]~~ 100,000 copies, the rate shall be ~~[\$0.40]~~ \$0.43
 30 per agate line per insertion; and in the case of any newspaper
 31 having a bona fide net paid circulation of not less than ~~[125,000]~~
 32 100,000 copies, and not more than ~~[150,000]~~ 125,000 copies, the rate
 33 shall be ~~[\$0.47]~~ \$0.48 per agate line per insertion; *and in the case*
 34 *of any newspaper having a bona fide net paid circulation of not less*
 35 *than 125,000 copies, and not more than 150,000 copies, the rate shall*
 36 *be \$0.57 per agate line per insertion*; and in the case of any news-
 37 paper having a bona fide net paid circulation in excess of 150,000
 38 copies, the rate shall be ~~[\$0.54]~~ \$0.65 per agate line per insertion;
 39 but before any newspaper can charge the foregoing rates, the
 40 publisher or business manager of such newspaper must file with the
 41 properly authorized officer of every municipality, county or govern-
 42 ing body, placing official advertising in such newspaper, an affidavit
 43 setting forth the average net paid circulation of such newspaper
 44 for the 12 months' period ending September 30 next preceding and
 45 and the rate to be charged for official advertising, which in no case
 46 shall be in excess of, or below, the rates provided in the foregoing
 47 schedule.

48 The charge per agate or 5½ point line shall be based on measure-
 49 ment of a line of not less than ~~[10 ems]~~ 9 picas in width, but date
 50 lines, paragraph endings, titles, signatures and similar short lines
 51 or lines that require special emphasis, such as the title of the notice,
 52 shall be computed as full lines where set to conform to the usual
 53 rules of composition.

1 2. This act shall take effect immediately.

STATEMENT

The purpose of this amendment is to provide an increase in the rates for official public notice advertising commensurate with increased production costs in the newspaper industry and to substitute the proper term "picas" for "ems."

SENATE COMMITTEE AMENDMENTS TO
SENATE, No. 510

—◆—
STATE OF NEW JERSEY
—◆—

ADOPTED APRIL 29, 1968

- Amend page 1, section 1, line 8, omit "\$0.19", insert "\$0.18".
- Amend page 1, section 1, line 11, omit "\$0.24", insert "\$0.23".
- Amend page 1, section 1, line 14, omit "\$0.26", insert "\$0.24".
- Amend page 1, section 1, line 17, omit "\$0.28", insert "\$0.25".
- Amend page 1, section 1, line 20, omit "\$0.29", insert "\$0.26".
- Amend page 1, section 1, line 23, omit "\$0.31", insert "\$0.28".
- Amend page 2, section 1, line 26, omit "\$0.38", insert "\$0.29".
- Amend page 2, section 1, line 29, omit "\$0.43", insert "\$0.35".
- Amend page 2, section 1, line 33, omit "\$0.48", insert "\$0.44".
- Amend page 2, section 1, line 36, omit "\$0.57", insert "\$0.52".
- Amend page 2, section 1, line 38, omit "\$0.65", insert "\$0.59".

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SENATE, No. 510

STATE OF NEW JERSEY

INTRODUCED MARCH 11, 1968

By Senators McDERMOTT and CRABIEL

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9 insertion; in the case of any newspaper having a bona fide net paid
10 circulation of not less than 2,500 copies nor more than 5,000 copies,
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12 insertion; and in the case of any newspaper having a bona fide
13 net paid circulation of not less than 5,000 copies and not more than
14 10,000 copies, the rate shall be **[\$0.22]** ***[\$0.26]*** *\$0.24* per agate
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16 fide net paid circulation of not less than 10,000 copies and not more
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19 a bona fide net paid circulation of not less than 30,000 and not
20 more than **[50,000]** 45,000 copies, the rate shall be **[\$0.24]** ***[\$0.29]***
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 30 **[100,000]** *75,000* copies and not more than **[125,000]** *100,000* copies,
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 32 insertion; and in the case of any newspaper having a bona fide
 33 net paid circulation of not less than **[125,000]** *100,000* copies, and
 34 not more than **[150,000]** *125,000* copies, the rate shall be **[\$0.47]**
 35 ***[\$0.48]*** **\$0.44** per agate line per insertion; *and in the case of*
 36 *any newspaper having a bona fide net paid circulation of not less*
 37 *than 125,000 copies, and not more than 150,000 copies, the rate shall*
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 44 municipality, county or governing body, placing official advertising
 45 in such newspaper, an affidavit setting forth the average net paid
 46 circulation of such newspaper for the 12 months' period ending
 47 September 30 next preceding and the rate to be charged for official
 47A advertising, which in no case shall be in excess of, or below, the
 47B rates provided in the foregoing schedule.

48 The charge per agate or 5½ point line shall be based on measure-
 49 ment of a line of not less than **[10 ems]** *9 picas* in width, but date
 50 lines, paragraph endings, titles, signatures and similar short lines
 51 or lines that require special emphasis, such as the title of the notice,
 52 shall be computed as full lines where set to conform to the usual
 53 rules of composition.

1 2. This act shall take effect immediately.

ASSEMBLY COMMITTEE AMENDMENTS TO
SENATE, No. 510
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STATE OF NEW JERSEY

ADOPTED JUNE 20, 1968

Amend page 2, section 1, line 28, omit "\$0.29", insert "\$0.32".

Amend page 2, section 1, line 31, omit "\$0.35", insert "\$0.44".

Amend page 2, section 1, line 35, omit "\$0.44", insert "\$0.48".

Amend page 2, section 1, lines 39-40, after "circulation", omit "in excess of", insert "of not less than".

Amend page 2, section 1, line 40, after "copies", insert "and not more than 200,000".

Amend page 2, section 1, line 41, after "insertion;", insert "and in the case of newspapers having a bona fide net paid circulation of not less than 200,000 copies, and not more than 300,000 copies the rate shall be \$0.66 per agate line per insertion; and in the case of any newspaper having a bona fide net paid circulation in excess of 300,000 copies the rate shall be \$0.72 per agate line per insertion;".