

**CHAPTER 9**  
**NEWSPAPER ADVERTISEMENT RELATING**  
**TO REAL PROPERTY**

**Authority**  
N.J.S.A. 10:5-1 et seq.

**Executive Order No. 66 (1978) Expiration Date**

Chapter 9, Newspaper Advertisement Relating to Real Property, expires on May 15, 2000.

**Chapter Historical Note**

Chapter 9, Newspaper Advertisement Relating to Real Property, was filed and became effective prior to September 1, 1969.

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**STATEMENT**

It is a violation of the Law Against Discrimination, N.J.S.A. 10:5-1 et seq., for a newspaper to print, publish, circulate, issue or display any advertisement relating to real property or public housing which is discriminatory on the basis of race, creed, color, national origin, ancestry, marital status, sex, nationality, handicap, affectional or sexual orientation or familial status. N.J.S.A. 10:5-12e, f, g(3), h(3). The law is couched in very broad terms and includes the prohibition of any ad for the sale, lease, rental, assignment or sublease of any real property which expresses, directly or indirectly, any limitation, specification or discrimination as to race, creed, color, national origin, ancestry, marital status, sex, nationality, handicap, affectional or sexual orientation or familial status. It is evident that newspapers may not publish in this State any advertisement which would aid such discrimination, when the content of the advertisement be overtly or subtly discriminatory.

In actual practice, such phrases as "integrated," "open to all," "everybody welcome," in newspaper ads of housing for sale or for rent, usually mean just the opposite of what they

say. It is evident that these ads invariably are for homes or apartments in neighborhoods which are already segregated. The publishing of such ads helps to continue and to extend the segregation. A landlord or property owner who truly intends to rent or sell his or her property, without distinction based on race, is merely obeying the law and serves no honest purpose in proclaiming his or her law-abiding character (at so much per line) in a newspaper ad.

The burden of interpretation placed upon newspapers publishing or circulating in this State would be onerous without some clarification of the law's broad interdiction.

Amended by R.1995 d.243, effective May 15, 1995.  
See: 26 N.J.R. 1942(a), 27 N.J.R. 2005(a).

**SUBCHAPTER 1. GENERAL PROVISIONS**

**13:9-1.1 Discriminatory advertising regarding realty**

(a) It shall be a violation of the Law Against Discrimination, N.J.S.A. 10:5-1 to 42, for any newspaper, published or circulated within this State, to print, publish, circulate, issue, display, utter or disseminate any advertisement regarding the sale, lease, sub-lease, rental assignment of any real property, which expresses, overtly or subtly, directly or indirectly, any limitation, or discrimination prohibited by the Law Against Discrimination, N.J.S.A. 10:5-1 et seq.

(b) The use of any language such as "colored," "white," "restricted," "open occupancy," "interracial," "segregated," "integrated," "open to all," "everybody welcome," "no discrimination," "mixed," or any other word, term, phrase or expression which tends to influence, persuade or dissuade, encourage or discourage, attract or repel, any person or persons because of race or color shall be considered discriminatory advertising in violation of the Law Against Discrimination, N.J.S.A. 10:5-1 et seq.

Amended by R.1995 d.243, effective May 15, 1995.  
See: 26 N.J.R. 1942(a), 27 N.J.R. 2005(a).