

# MEADOWLANDS USA

Connecting New Jersey Businesses

OVER 30 YEARS OF PUBLISHING EXCELLENCE.

Connecting New Jersey Businesses



official publication

## THE POWER OF 6 ISSUES\* PLUS MUSA ONLINE!

- We are a North Jersey Regional publication that reaches people who work and live in the Meadowlands, and the Bergen, Hudson, Essex, and Passaic County corridor, along with groups and individuals visiting the region.
- We have the second highest circulation of any business magazine in New Jersey.
- Advertising in MUSA is one of the best ways to reach leading companies in the Meadowlands in public, private and manufacturing sectors.
- Direct mailed to business leaders, government offices, municipal complexes. Bulk distributed to more than 75 locations in the region, including hotels, restaurants, banks and corporate office buildings.
- We are also online at [www.meadowlandsusa.com](http://www.meadowlandsusa.com) in page-turning format! Readers can click your ad to link directly with your website.
- For MUSA (Print): All Issues of Meadowlands USA are online at [www.meadowlandsusa.com](http://www.meadowlandsusa.com) in a digital format that includes all display ads linked to advertisers web-sites or URL.
- Distributed at Meadowlands Regional Chamber events throughout the year, with exclusive distribution for select issues at the Chamber's signature events.
- Distribution is increased in 2018 to accommodate a growing direct-mail audience.
- REACH A CAPTIVE BUSINESS TO BUSINESS AUDIENCE: 92% of distribution audience report that they have decision-making power in their organization when it comes to purchasing goods & vendor services. Over 53% report having full decision-making power.

Total Circulation: 12,000 Total Readership: 48,000  
Based on a Pass-Along Readership of 4

### FEBRUARY ISSUE

- Business Banking Trends
- Meadowlands Leadership Awards Feature
- Accounting Firms Advisory: Avoid Common Mistakes & Save Money
- Building Up The Region: Recent, Current & Planned Developments (Engineering/Architects/Construction)

**Special Bonus Distribution:**  
Annual Leadership Awards Luncheon

### APRIL ISSUE

- PR/Marketing/Ad Firms: Getting Your Story Out There
- Commercial Real Estate Trends & Updates
- Food Industry: Production, Manufacturing & Distribution

**Special Bonus Distribution:**  
Golf Outing

### JUNE ISSUE

- 'Building Services Issue' with Directory Listings
- Women In Leadership: Roundtable
- Colleges & Universities: Maintaining An Educated Workforce
- Life & Health Sciences: Chemical, Pharmaceutical & Laboratory
- Making The Most Of Summer 'Downtime'

**Special Building Services Distribution:** Enhanced Direct Mail

### AUGUST ISSUE

- Special Section: Health & Wellness Resource Guide
- Live From The Meadowlands: Tourism & Hospitality
- Hospitals: Developments, Innovations & Partnerships
- Disaster Preparedness & Business Continuity Planning
- Tips & Advice For The Business Traveler

**Special Bonus Distribution:** Mdest Tourism Conference

### SPECIAL SUPPLEMENT: Meadowlands Chamber/2040

#### Foundation: Economic Development/Relocation Guide

Issue Date: September 2018 | Space Deadline: 6/8/18

See special sell sheet for pricing structure.

Bonus Distribution at 2018 Thought Leaders Conference

### OCTOBER ISSUE

- Corporate Giving: Benefits of Community Partnerships
- Lending Trends: End Of Year State of Banking
- Development Project Roundup: New Visions For The Meadowlands
- Retirement & Estate Planning Advisory & Directory Listings
- Your Corporate & Personal Holiday Planning Guide

**Special Bonus Distribution:**  
Annual Meeting

### DECEMBER ISSUE

- Continuing Education: Certificate Programs
- CEO Roundtable
- Economic Development Resources For Your Business
- Holiday Event Planning Issue
- International Business Focus
- Aviation Roundup: Teterboro Spotlight
- Relocations & Expansions: Welcome To The Meadowlands



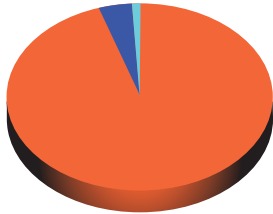
2018



## Circulation By State

Meadowlands USA is written primarily for New Jersey businesses, with 95% of our readership working here in the Garden State.

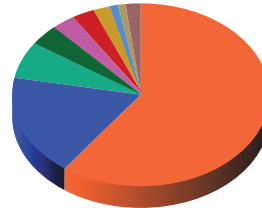
■ New Jersey, 95% ■ New York, 4% ■ Other, 1%



## Circulation By County

Most of our readers work in Bergen County (60%) or Hudson County (18%) with sizeable readership levels in surrounding Metropolitan counties.

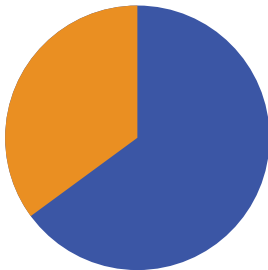
■ Bergen, 60%  
■ Hudson, 18%  
■ Essex, 6%  
■ Passaic, 4%  
■ Morris, 3%  
■ New York City, 3%  
■ Union, 2%  
■ Middlesex, 1%  
■ Monmouth, 1%  
■ Other, 2%



## Circulation By Company Size

65% of the business organizations that Meadowlands USA is distributed to have more than 20 employees.

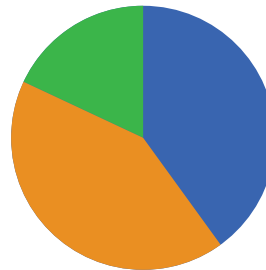
■ More Than 20 Employees, 65% ■ 20 or Less Employees, 35%



## Professional Level of Readers

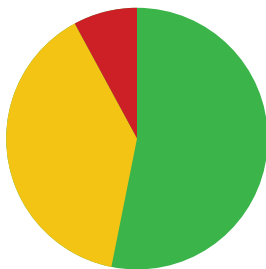
Meadowlands USA connects you with an audience of business leaders with 82% of our professional readership having a business owner, principal, C-Suite, director, manager or executive level title.

■ Owner, Principal or C-Suite, 40%  
■ Executive, Manager or Director, 42%  
■ Other Professional Level, 18%



## Decision-Making & Purchasing Power

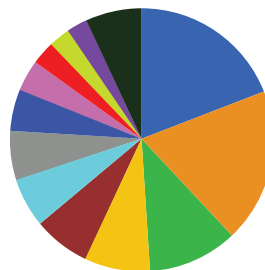
Are you looking to connect with executives who make purchasing-power decisions at business throughout the Meadowlands? 92% of our readers report they have influence in the decision to purchase products, goods and services for their organization.



■ Full Decision-Making Power, 53%  
■ Cooperative Decision-Making Power, 39%  
■ Limited Decision-Making Power, 8%

## Diversified Industry

The readership of Meadowlands USA is dynamically diversified with our readers working in a variety of fields. Our footprint spans across a myriad of industries in Northern Jersey.



■ Banking, Financial, Investments & Insurance, 19%  
■ Hotels, Restaurants, Retail, Hospitality & Entertainment, 19%  
■ Health, Medical, Personal Care & Wellness, 11%  
■ Legal & Accounting, 5%  
■ Media, Marketing, Public Relations, 7%  
■ Technology & Telecommunications Solutions, 6%  
■ Construction, Design, Engineering Contracting, 6%  
■ Logistics, Distribution & Shipping, 5%  
■ Manufacturing, 4%  
■ Non-Profit Organizations, 3%  
■ Colleges & Educational Institutions, 6%  
■ Government, Public Advocacy & Public Agencies, 2%  
■ Other, 7%



## MUSA Features:

### FEBRUARY ISSUE

- Business Banking Trends
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- Accounting Firms Advisory: Avoid Common Mistakes & Save Money
- Building Up The Region: Recent, Current & Planned Developments (Engineering/Architects/Construction)

**Special Bonus Distribution:  
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Distribution: Enhanced  
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### A CONSUMER & BUSINESS PUBLICATION SPOTLIGHTING:

|                |                |                        |
|----------------|----------------|------------------------|
| Government     | Shopping       | Upcoming Events        |
| Public Affairs | Human Interest | Professional           |
| Dining         | Accommodatio   | Commentary Business    |
| Sports, Travel | ns Editorial   | News Commercial Issues |

### HERE ARE SOME OF OUR REGULAR FEATURES:

#### Business Wise

Experts share their thoughts on maximizing success. A "How To" primer on a variety of important business topics.

#### CEO Rountable

Featuring interviews with selected CEOs in the Meadowlands region and beyond.

#### International Business Spotlight

Articles to help educate our readers about the ever-changing global economy.

#### Health & Wellness

Information, trends and updates on the latest methods of maintaining good health and wellness.

#### Legal/Accounting

Providing timely and important information to help you run your business.

#### Tech Talk

Informative and practical information regarding the use of technology in your daily business life.

#### Economic/Environmental Update

News pertaining to the Meadowlands district, provided by the New Jersey Meadowlands Commission, and news and articles pertaining to businesses in the region and their efforts to 'go green.'

#### Investment/Banking/Insurance

Informative articles supplied by our members for guidance in these three specific industries.

#### Made in the Meadowlands

Highlights specific companies and their skilled workforce who manufacture products in our area.

#### Chefs

Features a Chef from one of the many fine restaurants located in the Meadowlands region.

#### Advocacy & Public Affairs

Focuses on important issues facing the region that affect the economy and the quality of life.

## 2018 PUBLICATION CALENDAR

|  |                         |                        |
|--|-------------------------|------------------------|
| Issue: <b>FEBRUARY 2018</b>                              | Space Deadline: 1/11/18 | Materials Due: 1/16/18 |
| Issue: <b>APRIL 2018</b>                                 | Space Deadline: 3/2/18  | Materials Due: 3/7/18  |
| Issue: <b>JUNE 2018</b>                                  | Space Deadline: 5/4/18  | Materials Due: 5/9/18  |
| Issue: <b>AUGUST 2018</b>                                | Space Deadline: 7/6/18  | Materials Due: 7/11/18 |
| Issue: <b>Economic Development Relocation Guide 2019</b> | Space Deadline: 6/8/18  | Issue Date: Sept. 2018 |
| Issue: <b>OCTOBER 2018</b>                               | Space Deadline: 9/7/18  | Materials Due: 9/12/18 |
| Issue: <b>DECEMBER 2018</b>                              | Space Deadline: 11/2/18 | Materials Due: 11/7/18 |



AD SPECIFICATIONS

Page Layout:

Trim: 8-1/2" x 11 • Bleed: 8-3/4" x 11-1/4" • Safety: 3/8" margin

Ad Units Sizes:

- Full Page Bleed: 8-3/4" x 11-1/4"
Full Page Non-Bleed: 7-3/4" x 10-1/4"
2/3 Page (V): 5" x 10-1/4"
1/3 Page (V): 2-1/2" x 10-1/4"
1/2 Page (H): 7-3/4" x 5"
1/2 Page(V): 3-3/4" x 10-1/4"
1/4 Page (H): 5" x 3-3/4"
1/4 Page (V): 3-3/4" x 5"
1/8 Page (H): 3-3/4" x 2-1/4"

ACCEPTABLE FORMATS

Electronic Files Only

- PDFs (preferred) - EMBED ALL FONTS IN PDF. USE ONLY "Type 1" fonts. (NO "True Type" Fonts.) ALL EMBEDDED IMAGES IN PDF MUST BE CMYK TIFFS OR EPS FILES (high resolution, 300dpi). NO RGB, Corell Draw images or Spot colors
PC: Only Press Ready PDFs accepted (see above) or ads sent in JPEG or TIFF format. NO Microsoft Word Documents.
Email PDF files to: Evan.eagleson@theeighty6.com



New for 2017!

Maximize Your Companies Exposure

Advertise on the Front and Back Covers on our wrap-around Belly Band - available on each issue we Direct Mail.

Band Size: 5"high x 17.25"wide
Ad Size (front & back): 4"h x 7.5"w
Cost: \$4,500

MEMBER ADVERTISING RATES

Table with 4 columns: Ad Unit, 4 COLOR, 1X, 3X, 6X. Rows include Full Page, 2/3 Page, 1/2 Page, 1/3 Page, 1/4 Page, 1/8 Page.

Table with 4 columns: Ad Unit, 2 COLOR (process), 1X, 3X, 6X. Rows include Full Page, 2/3 Page, 1/2 Page, 1/3 Page, 1/4 Page, 1/8 Page.

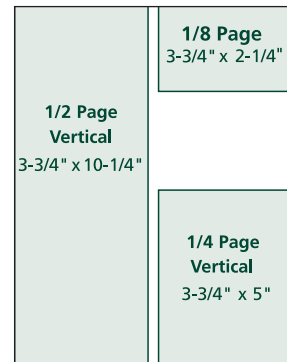
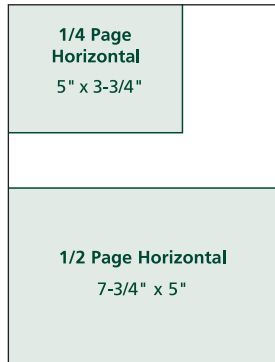
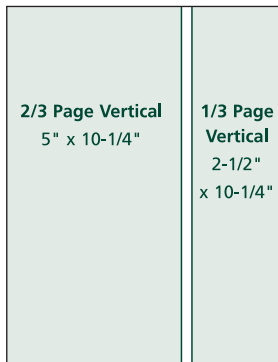
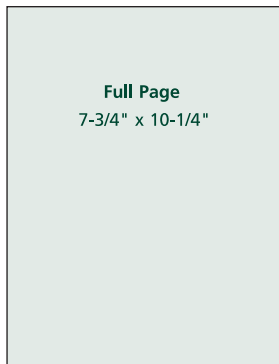
Table with 4 columns: Ad Unit, B&W, 1X, 3X, 6X. Rows include Full Page, 2/3 Page, 1/2 Page, 1/3 Page, 1/4 Page, 1/8 Page.

COVERS (4 color only) (additional 10% for bleed)

Table with 2 columns: Cover Type, Rate. Rows include Front Cover, Inside Front Cover, Page 1, Inside Back Cover, Back Cover.

Recognized Ad Agencies receive 15% commission from gross rate on all ads insertions.

\*Inquire about non-member rates. For a nominal fee our art department can assist you with designing and producing your ad.



Advertising Sales: Martha Morley • (201) 493-7996 • greerentps@aol.com | www.meadowlandsusa.com

Materials:

All space reservation forms, insertion orders and ad materials should be sent to: Meadowlands Publishing, 201 Route 17 North, 2nd Floor, Rutherford NJ 07070
All checks should be made payable to: Meadowlands Publishing



# MEADOWLANDS USA 2018 PRINT ADVERTISING RESERVATION CONTRACT

**Advertiser:** \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Issue of Publication(s):**

FEBRUARY 2018    APRIL 2018    JUNE 2018    AUGUST 2018    OCTOBER 2018    DECEMBER 2018

How should company be listed in Advertising Index: \_\_\_\_\_

Company Website address for Advertising Index: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Who should be billed for advertising:**    Company    Agency

Ad Title: \_\_\_\_\_ Ad Color: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Ad Position: \_\_\_\_\_

|   |
|---|
| Ad Cost (Gross): _____  |
| Ad Cost (2040 Foundation: Economic Development/Relocation Guide): _____ |
| Ad Cost (Meadowlands Liberty CVB 2017 Guide): _____                     |
| Ad Agency Discount/Net Rate: _____                                      |

**Please indicate payment option:**    Bill me now    Bill me later

**If paying by credit card:**    AmEx    Visa    Mastercard

Name (as it appears on the front of the card): \_\_\_\_\_

Exp.Date: \_\_\_\_\_ 3-Digit Security Code (Visa, MC): \_\_\_\_\_ 4-Digit Security Code (AmEx): \_\_\_\_\_

Card Number: \_\_\_\_\_ Amount to Be Billed: \_\_\_\_\_

Signature: \_\_\_\_\_

By signing this contract the advertiser agrees to forward payment for advertising within 45 days of publishing. All first time advertisers are required to supply a credit card to be charged after the 45 days if payment by check is not received.

**Email this form to: [greerentps@aol.com](mailto:greerentps@aol.com)**

Meadowlands Publishing, 201 Route 17 North, 2nd Floor, Rutherford NJ 07070   (201) 939-0707

**Billing:** All checks should be made payable to: Meadowlands Publishing

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| <b>Issue: FEBRUARY 2018</b>                              | <b>Space Deadline: 1/5/18</b>  | <b>Materials Due: 1/10/18</b> |
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| <b>Issue: AUGUST 2018</b>                                | <b>Space Deadline: 7/6/18</b>  | <b>Materials Due: 7/11/18</b> |
| <b>Issue: Economic Development Relocation Guide 2019</b> | <b>Space Deadline: 6/8/18</b>  | <b>Issue Date: Sept. 2018</b> |
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