

WE TELL THE STORY.

## APRIL/MAY 2019 MEDIA KIT

CONNECTING NEW JERSEY BUSINESSES

**Critical business-to-business & corporate audience visibility options.**



### Serving the Meadowlands for over 40 years.

Meadowlands Magazine, the official publication of the Meadowlands Chamber and its affiliate organizations, has proudly served the business community of the Meadowlands region for over 40 years. We are among largest business magazine in New Jersey (second by circulation) and offer prime visibility opportunities for businesses to connect with potential customers. We have expanded digital reach for 2019, with all print ads receiving online exposure in our 20,000+ network

#### REGULAR COLUMNS

ACCOUNTING  
ADVOCACY & PUBLIC AFFAIRS  
BUSINESS WISE (HOW TO'S FROM EXPERTS)  
CHEFS OF THE MEADOWLANDS  
CONTINUING EDUCATION & TRAINING  
ECONOMIC DEVELOPMENT  
ENVIRONMENTAL UPDATE  
HEALTH & WELLNESS  
INSURANCE & BENEFITS  
HR & OPERATIONS  
FINANCIAL FUTURES (RETIREMENT PLANNING)  
LEGAL  
REAL ESTATE & DEVELOPMENT  
SMALL BUSINESS CORNER  
TECH TALK  
TOURISM & HOSPITALITY

#### APRIL FEATURE STORY TOPICS

- New Programs at Colleges & Universities
- Food Industry: Production & Distribution
- State Of Banking: Lending Trends
- Building Services: Updates & Directory Listings
- Labor Laws: Updates For Your Business

**BONUS DISTRIBUTION:** Bergen Business Expo

**SPACE DEADLINE: MARCH 8**  
**ARTWORK DUE: MARCH 15**

# EDITORIAL CALENDAR

## ad specs:

### PAGE LAYOUT:

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

### AD UNIT 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](mailto:Evan.eagleson@theeighty6.com)

## member advertising rates

### STANDARD 4-COLOR ADS

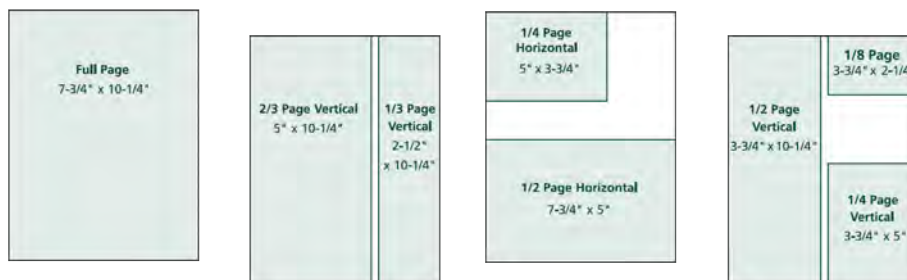
	1x	3x	6x
FULL PAGE	\$1910	\$1710	\$1490
2/3 PAGE	\$1390	\$1260	\$1050
1/2 PAGE	\$1080	\$990	\$880
1/3 PAGE	\$930	\$790	\$720
1/4 PAGE	\$550	\$510	\$460
1/8 PAGE	\$210		

### COVERS

Front Cover:	\$7,500	<b>FRONT COVER RECEIVES SPECIAL STORY SPREAD</b>
Inside Front Cover:	\$2,290	
Page 1:	\$2,290	
Inside Back Cover:	\$2,290	
Back Cover:	\$2,750	

### FOR ADVERTISING AGENCIES

- Recognized ad agencies receive 15% commission
- from gross rate on all ad insertions
- Recognized ad agencies are exempt from credit
- card requirements



# Reservation Contract

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

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

Company Website(to link your ad to): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

**Item(s) Included:** \_\_\_\_\_

**How should organization be listed in ad index?** \_\_\_\_\_

## Issue of Publication(s) for Meadowlands Magazine:

FEBRUARY 2019  APRIL 2019  JUNE 2019  AUGUST 2019  OCTOBER 2019  DECEMBER 2019

## Who should be billed for advertising:

Company Agency

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

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

**Recognized Ad Agencies Receive 15% Commission From Gross Rate On All Ad Placements.  
Recognized Ad Agencies Are Exempt From Credit Card Requirements**

Ad Cost (Gross): \_\_\_\_\_

Ad Cost (digital): \_\_\_\_\_

Ad Cost (2040 Foundation: Economic Development/Relocation Guide): \_\_\_\_\_

Ad Cost (Meadowlands Visitor Guide): \_\_\_\_\_

Ad Agency Discount/Net Rate: \_\_\_\_\_

**Total Amount Due:** \_\_\_\_\_

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

Name (Print): \_\_\_\_\_ Title: \_\_\_\_\_

**How do you want to pay?**  Check or PO  Credit Card **When do you want to pay?**  Bill Now  Bill Later

All advertisers (excluding ad agencies) must provide credit card information. If payment is not received within 45 days of invoice date, this card will be charged.

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: \_\_\_\_\_

**Make checks payable to: Meadowlands Media**

Please email this form to: greentps@aol.com • Call Martha Morley (201) 493-7996