Congratulations to our teammate, Joe Torre, on his induction into the Baseball Hall of Fame.
2015 MEDIA KIT

THE POWER OF 3

PRINT > DIGITAL > EVENTS
READERSHIP DATA - PRINT 2015

NJBIZ AUDIENCE
90% of NJBIZ readers are senior executives and top management.
92% of our pass-along readership is to management personnel.

Executive Level 66%
- Board chairman, owner, partner, chief executive, president, vice president

Management Level 24%
- General manager, purchasing director, department head

Other Level 16%

Average Circulation 15,000
Readers per Copy 3.75
TOTAL AUDIENCE 56,250

BUSINESS PROFILE
NJBIZ reaches companies, both large and small, from all industries that have a presence in New Jersey.

92% of our readers make purchasing decisions for their company.

33% of our readers say they plan to move, expand or renovate their facility in the next 36 months.

Products companies plan to purchase or lease in the next 18 months:
- Computer Hardware/Software 92%
- Office Equipment 37%
- Office Furniture 24%
- Company Cars/Trucks 24%

44% of our readers plan to select a new or different supplier for at least one of the below services:
- Accounting
- Advertising/PR/Marketing
- Banking
- Banquet/Convention Facilities, Meeting Planning, Catering
- Business/Employee Insurance
- Computers/Tablets/Laptops
- Copier/Fax/Printer Supplies
- Commercial Loans
- Database Management
- Financial Advisory Services
- Legal
- Printing
- Real Estate Services
- Staffing/HR Services/Recruiting/Employee Education & Training
- Telecommunications/Wireless Services
- Web Design/Internet Service/Network/Computer Training

Source: NJBIZ 2012 Reader Profile Study • Readex Research; CVC Circulation and Readership Study Data 2014

COMPANY SIZE
By Sales Volume $26.6 million average
- Under $5 Million 49%
- $5 Million - $9.99 Million 14%
- $10 Million - $99.99 Million 21%
- $100 Million plus 16%

By # of Employees 213 employee average
- Small Companies 49%
  (1 to 25 employees)
- Medium Companies 23%
  (26 to 99 employees)
- Large Companies 28%
  (100 or more employees)

READER PROFILE
NJBIZ readers are affluent, educated executives in a position to directly influence buying decisions.

Average Age 56
- Attended College 95%
- Average Personal Income $225,000
- Average Household Income $280,000
- Total Household Net Worth $2,600,000
- Average Value of Primary Residence $630,000

READER INVOLVEMENT
The top three reasons why our readers read NJBIZ are to follow the local economy, keep up on business news and developments and follow government actions that affect their business.

81% of our readers consider NJBIZ a very good/excellent source for business news.

80% have subscribed for more than three years.
- Average time spent reading each issue 28 minutes

72% of our readers have taken the following action(s) as a result of seeing an advertisement in NJBIZ:
- Visited a web site
- Discussed ad with others
- Passed ad along to others
- Filed ad for future reference
- Recommended a product/service
- Purchased/ordered a product or service
- Contacted advertiser
- Visited a company

71% Men
29% Women

33% of our readers say they plan to move, expand or renovate their facility in the next 36 months.

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81% Men
19% Women

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Source: NJBIZ 2012 Reader Profile Study • Readex Research; CVC Circulation and Readership Study Data 2014
NJBIZ reaches more BUSINESS LEADERS and DECISION MAKERS in New Jersey than any other print, radio, television or web product. By delivering timely business news, information, analysis and advice, our readers have come to DEPEND on NJBIZ for COMPLETE COVERAGE of the state.

NEWS/ANALYSIS & FEATURES
The NJBIZ news team has the big stories about your peers and competitors, analyzing the information that affects you and your industry.
Special Features:
• Around the State: A roundup of the week in business.
• Triple Play: A top executive gives their take on a top issue.

SPOTLIGHT
NJBIZ puts the focus on a different industry each week, offering an in-depth look at the many sectors that keep New Jersey’s economic machine humming.
Special Features:
• Success Stories/Worth Watching: Each week we profile companies that are setting the pace in their sectors.

LISTS & LEADS
Find out how companies and individuals rank in our weekly lists of leaders in each categories.
Special Features:
• Executive Moves: A roundup of who has been hired and promoted throughout the state.
• Business Leads: From mergers to bankruptcies, stock sales and home sales, we’ve got it all.

OPINION
The editorial team weighs in on the critical business issues affecting companies in New Jersey.
Special Features:
• Winners and Losers: Call it the official scoreboard of the business community.
• NJBIZ Opinion Poll: A weekly survey where our readers weigh in on hot business topics.

EDITORIAL CONTACTS
• editorial@njbiz.com – story tips, ideas, questions and comments
• lists@njbiz.com – inclusion in New Jersey’s Top Lists
• ftr@njbiz.com – Executive Moves and Real Estate Transactions
• offtheclock@njbiz.com – photos and captions for Off the Clock and Guest List

BOOK OF LISTS 2016
PUBLICATION DATE: DEC. 28, 2015
The definitive guide to business listings, contact information and valuable data. The Book of Lists offers you a unique opportunity to position your products or services in front of nearly 50,000 readers in New Jersey’s essential business resource.

Space Reservation: Nov. 12, 2015
Ad Copy Deadline: Nov. 19, 2015
PUBLICATION SIZE: 10.75” x 14”

SMALL BUSINESS WEEK*
PUBLICATION DATE: MAY 4, 2015
NJBIZ Small Business Week is a special issue dedicated entirely to coverage of New Jersey’s small businesses, statistics and personalities. This special issue will be published in conjunction with National Small Business Week. There will be a week long program to celebrate the achievements and the importance of small business in the State.

Space Reservation: March 26, 2015
Ad Copy Deadline: April 2, 2015
PUBLICATION SIZE: 10.75” x 14”

REAL ESTATE & CONSTRUCTION REPORT*
REAL ESTATE & CONSTRUCTION REPORT 1: MARCH 9, 2015
REAL ESTATE & CONSTRUCTION REPORT 2: JUNE 8, 2015
REAL ESTATE & CONSTRUCTION REPORT 3: NOV. 9, 2015
Highlighting the most significant lease and sales deals in the Garden State, Real Estate and Construction Report brings you the stories that drive an industry. Focusing on the news of related industries, Real Estate and Construction Report delves into the fields of architecture, environmental engineering, construction and building supplies. The Power 50 issue in the fall generates considerable buzz with its respected ranking of the most influential people in real estate.

REAL ESTATE & CONSTRUCTION REPORT
Space Reservation: Jan. 30, 2015
Ad Copy Deadline: Feb. 6, 2015

REAL ESTATE & CONSTRUCTION REPORT
Space Reservation: Apr. 24, 2015
Ad Copy Deadline: May. 1, 2015

REAL ESTATE & CONSTRUCTION REPORT
Space Reservation: Sept. 25, 2015
PUBLICATION SIZE: 10.75” x 14”

BUSINESS PROFILES*
PUBLICATION DATE: JULY 20, 2015
Business Profiles is the special advertising supplement of NJBIZ that highlights the state’s businesses. A full-color page will be devoted to featuring the history, accomplishments and growth of each company. Your approximately 500-word story will be a collaborative effort between you and a professional writer.

Space Reservation: May 20, 2015
Ad Copy Deadline: May 27, 2015
PUBLICATION SIZE: 10.75” x 14”

TOP 100 PRIVATELY HELD COMPANIES*
PUBLICATION DATE: AUG. 24, 2015
The Top 100 Privately Held Companies is a book that has staying power—with hard-to-find information, rankings and inside secrets and advice through exclusive interviews with top CEOs.

Space Reservation: July 6, 2015
Ad Copy Deadline: July 13, 2015
PUBLICATION SIZE: 10.75” x 14”

* THESE PUBLICATIONS ARE AVAILABLE DIGITALLY ONLINE FOR ONE YEAR FROM PUBLICATION DATE AT WWW.NJBIZ.COM
AD RATES 2015

DISPLAY RATES PER INSERTION

<table>
<thead>
<tr>
<th>Size</th>
<th>1-3</th>
<th>4-11</th>
<th>12-18</th>
<th>19-25</th>
<th>26-33</th>
<th>34-47</th>
<th>48+</th>
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<td>$5,500</td>
<td>$5,025</td>
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<td>Junior</td>
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<td>$3,985</td>
<td>$3,530</td>
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<td>$2,855</td>
<td>$2,615</td>
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<td>$3,600</td>
<td>$3,275</td>
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<td>$2,605</td>
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<td>1/8 Page (block or v)</td>
<td>$2,460</td>
<td>$2,030</td>
<td>$1,830</td>
<td>$1,660</td>
<td>$1,490</td>
<td>$1,365</td>
<td>$1,235</td>
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<tr>
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<td>$1,430</td>
<td>$1,185</td>
<td>$1,060</td>
<td>$960</td>
<td>$865</td>
<td>$775</td>
<td>$675</td>
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COLOR RATES
Full color (four color process) $730 | Black + one color $310
All Display Rates Are Gross.

PUBLICATION AD SIZES

<table>
<thead>
<tr>
<th>Publication Size</th>
<th>Image Size</th>
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<tbody>
<tr>
<td>11.375&quot; x 14.5&quot;</td>
<td>10.125&quot; x 13.5&quot;</td>
</tr>
</tbody>
</table>

INSERTS

HIT YOUR TARGET EVERY TIME!
Put your message directly into the hands of your best prospects.

INSERT RATES (net cost per thousand)

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>1x Insertation</th>
<th>2x or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Run</td>
<td>$210</td>
<td>$195</td>
</tr>
<tr>
<td>Split Run</td>
<td>$230</td>
<td>$220</td>
</tr>
</tbody>
</table>

INSERT SPECIFICATIONS
- Individual inserts weighing more than 1 ounce are subject to additional charges.
- Inserts must conform to the image size of the publication – no larger than 10.125" x 13.5".
- All inserts must be pre-approved by the publisher.
- No postal indicia are permitted on the inserts.

ASK YOUR ACCOUNT EXECUTIVE ABOUT PREMIUM POSITIONING IN SPECIFIC SECTIONS.
FOR ADS PREPARED DIGITALLY
PDF: PDF-X1a format (distilled with Adobe Acrobat from files that originate in QuarkXPress, Adobe InDesign or Adobe Illustrator) is the preferred file format for file submission. Embed fonts and do not include OPI when distilling PDFs.
WE DO NOT ACCEPT PAGE MAKER, POWERPOINT OR MICROSOFT WORD FILES.

MACINTOSH: Adobe InDesign, QuarkXPress and Adobe Illustrator are the preferred file formats when sending layout files.
INDESIGN Create outlines of all fonts. Include all graphics for output.
QUARKXPRESS Collect for output should include all images (in CMYK) and fonts (Screen and Printer Fonts).
ILLUSTRATOR Save as EPS. Create outlines of all fonts. Use only 100% black on fonts (C=0, M=0, Y=0, K=100), not black made up of CMYK.
ACCEPTED MEDIA CD-ROM • DVD

PUBLICATION AD SIZES

TABLED SIZE PUBLICATION
PUBLICATION SIZE: 11.375" x 14.5" IMAGE SIZE: 10.125" x 13.5"

DOUBLE TRUCK SPREAD
21.5" wide 13.5" high

FULL PAGE
10.125" wide 13.5" high

JUNIOR
7.5" wide 10" high

1/2 PAGE HORIZONTAL
10.125" wide 6.25" high

1/2 PAGE VERTICAL
5" wide 13" high

1/4 PAGE BLOCK
5" wide 6.25" high

1/4 PAGE VERTICAL
2.35" wide 13" high

1/8 PAGE HORIZONTAL
5" wide 3" high

1/8 PAGE VERTICAL
2.35" wide 6.25" high

ADDITIONAL PRODUCTION INFORMATION
All questions regarding ad material preparation should be directed to the NJBIZ Design Manager at (732) 246-5703.

SMALL TYPE AND HAIRLINES
Fine type and thin lines should be used sparingly and limited to black. Reverse type should be in bold typeface to assure best results. Type smaller than 7 pt. size should not be used, and fine serifs should be avoided. Type should not overprint background of more than 30% in any color.

COLOR
Color files should be set up as four color CMYK; Black + one color artwork should be set up using a combination of CMYK. PMS colors should be converted to CMYK. PMS colors will be “color matched” to the nearest possible process tint. No RGB.

IMAGES
Grayscale and CMYK files should have a resolution of 300 dpi. Line art or bitmapped images should be at 1200 dpi, no less than 900 dpi. No RGB.

PUB-SET ADS
Advertising design is free when purchasing advertising space in NJBIZ publications. Text-only files should be a Microsoft Word document or ASCII text.

SUBMITTING ADS VIA FTP
To upload to the general server (files larger than 10mb): Use FTP software, such as Fetch, and please e-mail production@njbiz.com after you have uploaded your file.

FTP 72.4.249.98
USERNAME njbizclient
PASSWORD njbizclient

SHIPPING ADDRESS (for CDs/DVDs/proofs)
NJBIZ, Attn: Production
220 Davidson Avenue, Suite 302
Somerset, NJ 08873

E-MAIL SUBMISSION
(under 10 mb)

If you e-mail your ad, please identify the advertiser and the issue date in the subject line and send to your account executive.

AD SPECS 2015
### EDI TORIAL CALENDAR 2015

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPOTLIGHT TOPIC</th>
<th>LISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/5</td>
<td>Human Resources</td>
<td>Largest Employers/Staffing Firms</td>
</tr>
<tr>
<td>1/12</td>
<td>Energy</td>
<td>Utilities and Energy Providers</td>
</tr>
<tr>
<td>1/19</td>
<td>Healthcare</td>
<td>Ambulatory Care Facilities/Cardiac Care Centers</td>
</tr>
<tr>
<td>1/26</td>
<td>Power 100</td>
<td>100 Most Powerful in Business</td>
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<tr>
<td><strong>FEBRUARY</strong></td>
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<tr>
<td>2/2</td>
<td>Hospitality</td>
<td>Top Meeting and Conference Centers</td>
</tr>
<tr>
<td>2/9</td>
<td>Banking and Finance</td>
<td>Commercial Banks/Savings Banks</td>
</tr>
<tr>
<td>2/16</td>
<td>Construction/Developers</td>
<td>Commercial Real Estate Brokers/Commercial Real Estate Developers</td>
</tr>
<tr>
<td>2/23</td>
<td>Accounting</td>
<td>Accounting Firms/Accounting Degree Programs</td>
</tr>
<tr>
<td><strong>MARCH</strong></td>
<td></td>
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<tr>
<td>3/2</td>
<td>Employee Benefits</td>
<td>Employee Benefit Service Firms/Insurance Brokerages</td>
</tr>
<tr>
<td>3/9</td>
<td>Small Business</td>
<td>Business Incubators/Chambers of Commerce</td>
</tr>
<tr>
<td>3/16</td>
<td>Law</td>
<td>Law Firms</td>
</tr>
<tr>
<td>3/23</td>
<td>Power 50: Healthcare</td>
<td>50 Most Powerful in Healthcare</td>
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<tr>
<td>3/30</td>
<td>Executive Education</td>
<td>College &amp; Universities/MBA Programs</td>
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<tr>
<td><strong>REAL ESTATE &amp; CONSTRUCTION REPORT 1, PUBLISHES MARCH 9</strong></td>
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<tr>
<td>1/30</td>
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<tr>
<td><strong>APRIL</strong></td>
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<tr>
<td>4/6</td>
<td>Technology</td>
<td>Top Venture Capital and Private Equity Firms</td>
</tr>
<tr>
<td>4/13</td>
<td>Construction/Architecture</td>
<td>Architectural Firms/Construction Management Companies</td>
</tr>
<tr>
<td>4/20</td>
<td>Small Business</td>
<td>County, City Loan Programs/SBA Lenders</td>
</tr>
<tr>
<td>4/27</td>
<td>Hospitals</td>
<td>Highest Paid Hospital CEOs</td>
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<tr>
<td><strong>MAY</strong></td>
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<td></td>
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<tr>
<td>5/4</td>
<td>NATIONAL SMALL BUSINESS WEEK</td>
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<tr>
<td>5/11</td>
<td>Diversity</td>
<td>Minority-owned Companies</td>
</tr>
<tr>
<td>5/18</td>
<td>Energy</td>
<td>Environment Firms/Recycling &amp; Waste Firms</td>
</tr>
<tr>
<td>5/25</td>
<td>Tourism</td>
<td>Hotels/Top Tourist Attractions</td>
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<tr>
<td><strong>JUNE</strong></td>
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</tr>
<tr>
<td>6/1</td>
<td>Wealthiest New Jerseys</td>
<td>50 Wealthiest New Jerseys</td>
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<tr>
<td>6/8</td>
<td>Life Science</td>
<td>Life Sciences Companies/Research Centers</td>
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<tr>
<td>6/15</td>
<td>Banking &amp; Finance</td>
<td>Highest Paid CEOs/SBA Loans</td>
</tr>
<tr>
<td>6/22</td>
<td>Construction/Engineering</td>
<td>Engineering Firms</td>
</tr>
<tr>
<td>6/29</td>
<td>Made in New Jersey</td>
<td>Manufacturing Companies</td>
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<tr>
<td><strong>REAL ESTATE &amp; CONSTRUCTION REPORT 2, PUBLISHES JUNE 8</strong></td>
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<td>4/24</td>
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NJBIZ
220 Davidson Avenue, Suite 302 • Somerset, NJ 08873
Phone (732) 246-7677 • Fax (732) 846-0421 • E-mail advertising@njbiz.com • www.njbiz.com
## EDITORIAL CALENDAR 2015

### JULY

<table>
<thead>
<tr>
<th>Date</th>
<th>Spotlight Topic</th>
<th>Lists</th>
<th>Close Date</th>
<th>Material Close</th>
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</thead>
<tbody>
<tr>
<td>7/6</td>
<td>Women in Business</td>
<td>Women-Owned Businesses</td>
<td>6/22</td>
<td>6/29</td>
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<tr>
<td>7/13</td>
<td>Top Entrepreneurs</td>
<td>Top Entrepreneurs</td>
<td>6/29</td>
<td>7/6</td>
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<td>7/20</td>
<td>Law</td>
<td>Law Firms</td>
<td>7/6</td>
<td>7/13</td>
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<tr>
<td>7/27</td>
<td>Accounting</td>
<td>Accounting Firms/Payroll Companies</td>
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<td>7/20</td>
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### AUGUST

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>8/3</td>
<td>Lobbying</td>
<td>Lobbying Firms/Publicly Traded Companies</td>
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<td>7/27</td>
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<td>8/10</td>
<td>Banking and Finance</td>
<td>Commercial Banks/Mortgage Bankers</td>
<td>7/27</td>
<td>8/3</td>
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<td>8/17</td>
<td>Construction/Developers</td>
<td>Commercial Real Estate Brokers/Commercial Real Estate Developers</td>
<td>8/3</td>
<td>8/10</td>
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<td>8/24</td>
<td>TOP 100 PRIVATELY HELD COMPANIES</td>
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<td>8/31</td>
<td>Labor Unions</td>
<td>Labor Unions/Shipping Companies</td>
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<td>8/24</td>
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### SEPTEMBER

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<td>Small Business</td>
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<td>9/14</td>
<td>Power Bankers</td>
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<td>8/31</td>
<td>9/7</td>
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<td>Employee Benefits</td>
<td>Employee Benefit Service Firms/Investment Brokerages</td>
<td>9/7</td>
<td>9/14</td>
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<td>9/28</td>
<td>NEW JERSEY MANUFACTURING WEEK</td>
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<td>8/13</td>
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### OCTOBER

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<td>Urban Living</td>
<td>Multifamily Property Management Firms/Urban Developers</td>
<td>9/21</td>
<td>9/28</td>
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<td>10/12</td>
<td>Hospitals</td>
<td>Largest Hospitals</td>
<td>9/28</td>
<td>10/5</td>
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<tr>
<td>10/19</td>
<td>Credit Unions</td>
<td>Credit Unions/State Loan Programs</td>
<td>10/5</td>
<td>10/12</td>
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<td>10/26</td>
<td>Tax Planning</td>
<td>Accounting Firms</td>
<td>10/12</td>
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### NOVEMBER

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<th>Material Close</th>
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<tbody>
<tr>
<td>11/2</td>
<td>Construction/Engineering</td>
<td>Engineering Firms/Office Buildings</td>
<td>10/19</td>
<td>10/26</td>
</tr>
<tr>
<td>11/9</td>
<td>Law</td>
<td>Law Firms</td>
<td>10/26</td>
<td>11/2</td>
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<tr>
<td>11/16</td>
<td>Media</td>
<td>Advertising Agencies/PR Firms</td>
<td>11/2</td>
<td>11/9</td>
</tr>
<tr>
<td>11/23</td>
<td>Going Global</td>
<td>Foreign-Owned Companies</td>
<td>11/9</td>
<td>11/16</td>
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</table>

### DECEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Spotlight Topic</th>
<th>Lists</th>
<th>Close Date</th>
<th>Material Close</th>
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<tbody>
<tr>
<td>12/7</td>
<td>Technology: Digital NJ</td>
<td>Fastest Growing Technology Companies</td>
<td>11/23</td>
<td>11/30</td>
</tr>
<tr>
<td>12/14</td>
<td>Healthcare</td>
<td>HMOs/PPOs</td>
<td>11/30</td>
<td>12/7</td>
</tr>
<tr>
<td>12/21</td>
<td>Year in Review</td>
<td>List Leaders</td>
<td>12/7</td>
<td>12/14</td>
</tr>
<tr>
<td>12/28</td>
<td>BOOK OF LISTS 2016</td>
<td></td>
<td>11/12</td>
<td>11/19</td>
</tr>
</tbody>
</table>
2015 MEDIA KIT

THE POWER OF 3

PRINT > DIGITAL > EVENTS
NJBIZ.com Receives:

- **520,000** average monthly page views
- **92,000** average unique monthly visitors
- more than 40% are direct URL visitors (as of 10/1/2014)

NJBIZ.com gives you the latest business news, updated daily and throughout the day, along with our Executives Moves updates, industry specific stories, blogs and more.

RUN-OF-SITE advertising is a great way to get your message in front of NJBIZ.com viewers who visit the website to read our breaking and daily news, weekly print content, archived stories, digital supplements, event information, blogs and much more.

RUN-OF-SITE opportunities include an online presence on every page at NJBIZ.com to drive traffic to your site. Choose from four RUN-OF-SITE ad positions.

**MONTHLY RATES**

<table>
<thead>
<tr>
<th>Position</th>
<th>Open</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leader Board (728 x 90)</td>
<td>$3,570</td>
<td>$2,600</td>
<td>$1,800</td>
</tr>
<tr>
<td>Large Rectangle (300 x 250)</td>
<td>$3,510</td>
<td>$2,400</td>
<td>$1,750</td>
</tr>
<tr>
<td>Wide Skyscraper (300 x 600)</td>
<td>$3,500</td>
<td>$2,500</td>
<td>$1,700</td>
</tr>
<tr>
<td>Banner (468 x 100)</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*All rates are net*
Digital Advertising Information 2015

Daily E-Newsletters

Daily E-Newsletter

The Daily e-newsletter delivers local and national business news every afternoon, Monday through Friday.

Morning Roundup

A compilation of the morning’s top business headlines from around the state delivered at 8:30 a.m. Monday through Friday.

MONTHLY RATES*

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leader board Bookends* (728 x 90)</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,250</td>
</tr>
<tr>
<td>*Your ad will appear one day per week reaching over 20,000 subscribers.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Large Rectangle 1 (300x 250)</td>
<td>$1,600</td>
<td>$1,350</td>
<td>$1,150</td>
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<tr>
<td>Large Rectangle 2 (300x 250)</td>
<td>$1,300</td>
<td>$1,100</td>
<td>$950</td>
</tr>
<tr>
<td>Large Rectangle 3 (300x 250)</td>
<td>$2,000</td>
<td>$1,700</td>
<td>$1,450</td>
</tr>
<tr>
<td>Large Rectangle 4 (300x 250)</td>
<td>$1,800</td>
<td>$1,550</td>
<td>$1,320</td>
</tr>
<tr>
<td>Large Rectangle 5 (300x 250)</td>
<td>$1,450</td>
<td>$1,250</td>
<td>$1,050</td>
</tr>
<tr>
<td>Rectangle (145 x 160)</td>
<td>$700</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>*All rates are net</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TEXT BOX

Reach the e-mail inbox of over 20,000 business decision makers who subscribe to our daily e-mails TWICE per day! Promote your events, business news, new product launch or brand message with this exclusive text box position within the editorial content of our daily e-mail product.

Your text ad may consist of a 50 word or less description as well as a headline and link to your desired landing page.

WEEKLY RATES*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning Roundup</td>
<td>$800</td>
</tr>
<tr>
<td>Daily E-Newsletter</td>
<td>$800</td>
</tr>
<tr>
<td>Roundup &amp; Daily Package</td>
<td>$1,400</td>
</tr>
<tr>
<td>*All rates are net</td>
<td></td>
</tr>
</tbody>
</table>
The Business of Healthcare

New Jersey’s economy and its people are clearly tied to the evolving healthcare industry. Over 26 percent of New Jersey’s workforce is employed in the healthcare field. The healthcare industry in New Jersey added $32 billion to the economy and over 160,000 new jobs from 1990 to 2010.

Delivered to the inbox of over 20,000 business decision makers each Wednesday, Healthcare Weekly covers issues of importance to businesses, hospitals, doctors and the professionals who serve them.

MONTHLY RATES*  Open  6x  12x
Leaderboard 1  $2,500 $1,750 $1,500
Rectangle(s)  $2,000 $1,500 $1,250
Leaderboard 2  $1,750 $1,250 $1,000

*All rates are net

TEXT BOX
Reach the email inbox of over 20,000 business decision makers in New Jersey. Promote your events, business news, new product launch or brand message with this exclusive text box position within the editorial content of our weekly newsletter.

Your text ad may consist of a 50 word or less description as well as a headline and link to your desired landing page.

RATES*  Monthly. ........................................ $800

*All rates are net
The Business of Real Estate

Highlighting the most significant lease and sales deals in the Garden State, the Real Estate Newsletter reports the news that drives an industry.

With a frontline view of the latest in real estate and construction news and trends—commercial and residential construction, leasing and buying, and the financial and statistical information relevant to the New Jersey market.

Real Estate Weekly covers issues of importance to real estate and construction companies—and the professionals who serve them. Reach the email inbox of over 20,000 business decision makers in New Jersey.

MONTHLY RATES*  
<table>
<thead>
<tr>
<th>Open</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 1</td>
<td>$2,500</td>
<td>$1,750</td>
</tr>
<tr>
<td>Rectangle(s)</td>
<td>$2,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>Leaderboard 2</td>
<td>$1,750</td>
<td>$1,250</td>
</tr>
<tr>
<td>Property of the Week</td>
<td>$1,500</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

*All rates are net

TEXT BOX

Reach the email inbox of over 20,000 business decision makers in New Jersey. Promote your events, business news, new product launch or brand message with this exclusive text box position within the editorial content of our weekly newsletter.

Your text ad may consist of a 50 word or less description as well as a headline and link to your desired landing page.

RATES*  

Monthly. ........................................... $800

*All rates are net
DIGITAL ADVERTISING INFORMATION 2015
TARGET SPONSORSHIPS

SPLASH AD
Be seen by the viewers at www.njbiz.com as they enter NJBIZ’s website with a large 430x375 splash ad. This exclusive ad position on njbiz.com takes over the screen whether they are coming in at the home page or through one of the article links, they will see your ad prior to arrival on our website. This is a great opportunity to get in front of our business decision making audience and leave a lasting impression!

SIZE: 430X375
ACCEPTED FILES: JPG, GIF
INVESTMENT:
$2,000/week
*All rates are net

MOBILE SPONSOR
Busy company executives are on the move and are harder to reach more than ever. Many business leaders are getting their news online and many more are using smart phones to get important business information. NJBIZ offers our advertisers an exclusive opportunity to reach these technology savvy readers with an ad placement on our mobile friendly website. The mobile version of NJBIZ.com offers smart phone users an easy-to-navigate and reader friendly platform for accessing local business news. The mobile version gives advertisers an exclusive opportunity to sponsor this mobile edition as the only advertiser. This prominent ad zone is located at the top of the page in a 320 x 50 size giving you 100% share of the Business Journal’s mobile user audience.

SIZE: 320X50
ACCEPTED FILES: JPG, GIF
INVESTMENT:
Open ................................................................. $1,500/month
6 months............................................................... $1,250/month
12 months............................................................. $1,000/month
*All rates are net

SEARCH SPONSORSHIP
Your search sponsorship ad appears prominently in the upper right on NJBIZ.com pages. The search sponsorship is an exclusive opportunity and is run-of-site 300X35 Search sponsor ad including a 120X160 rectangle ad on all of our e-newsletters.

SIZE: 300X35 (ROS), 120X160 (e-newsletters)
ACCEPTED FILES: JPG, GIF
INVESTMENT:
Open ................................................................. $2,500/month
6 months............................................................... $1,950/month
12 months............................................................. $1,550/month
*All rates are net
**DIGITAL ADVERTISING INFORMATION 2015**

**SIZE & SPECS**

**REQUIREMENTS & SPECIFICATIONS**

All artwork submitted must include advertiser branding (i.e. company name, product name or logo) and must be accompanied by a technical contact name, e-mail address and phone number. In addition, all artwork must include instructions, such as linking URL and rotation specifications. Ad materials must be submitted a minimum of five business days prior to campaign start date. All ad contracts are irrevocable once signed.

**Supported Ad Types**

**Web:**
- GIF or JPG
- Animated GIF
- Flash

**E-mail/Mobile:**
- Static GIF or JPG only

**Flash File Specifications**

- Maximum initial load file = 80KB
- Additional file size (polite download) = 120KB except for view which will not exceed 1.2MB
- 18fps (frames per second)
- User initiated audio (mute by default)
- Maximum animation/video length = 8 seconds
- Embed URL (instructions below)
- Provide .SWF and .FLA files
- *Flash ads must be published with Hardware Acceleration set to “None”*

**Embedded URL Instructions**

Create a new layer that spans the whole timeline of the movie. On the new layer draw a rectangle to cover the whole movie, convert it to a button (F8) and then on the Effect palette drop the alpha to 0%. This will create an invisible button layer over the entire movie. You can now set the action for the button layer to GetURL and specify the full URL.

Please allow a one week turnaround on new ads.

*Contact an account executive for specific ad type restrictions.

**AD PARAMETERS**

Advertising creative sizes have been set to minimize page-loading time while remaining current and competitive with industry advertising creative standards:

<table>
<thead>
<tr>
<th>Ad type</th>
<th>Size in pixels (w x h)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>728 x 90</td>
</tr>
<tr>
<td><strong>Full Banner</strong></td>
<td>468 x 100</td>
</tr>
<tr>
<td><strong>Large Rectangle</strong></td>
<td>300 x 250</td>
</tr>
<tr>
<td><strong>Wide Skyscraper</strong></td>
<td>300 x 600</td>
</tr>
<tr>
<td><strong>Rectangle</strong></td>
<td>145 x 160</td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td>320 x 50</td>
</tr>
<tr>
<td><strong>Search Sponsor Bar</strong></td>
<td>300 x 35</td>
</tr>
</tbody>
</table>

**TEXT AD PARAMETERS**

Your ad may consist of one 50 word description as well as a headline and links to your desired landing page. Ask your account executive for availability.
2015 MEDIA KIT

THE POWER OF 3

PRINT > DIGITAL > EVENTS
NJBIZ strives to provide specialized events that highlight the ever-changing environment of the business-to-business market in New Jersey. Our events allow individuals and organizations to be recognized for tremendous accomplishments, and offer a diversified spectrum of information on issues pertinent to today’s business interests.

NEW JERSEY’S BEST 50 WOMEN IN BUSINESS
MARCH 23, 2015 • NOMINATIONS BEGIN IN OCTOBER 2014
This program recognizes 50 women who have made a significant impact on business in New Jersey. The program has been so well received by companies and individuals throughout the state that it has become one of our best-known events.

BEST PLACES TO WORK IN NEW JERSEY
APRIL 30, 2015 • NOMINATIONS BEGIN IN JUNE 2014
This awards program honors the companies in the Garden State that show a dedication to their employees’ growth and quality of life. See how businesses put best-practice ideas into action, and how their employees keep these companies on top.

GENERAL COUNSEL AWARDS
JUNE 2, 2015 • NOMINATIONS BEGIN IN JANUARY 2015
The General Counsel Awards honors outstanding individuals who decide on the hiring of outside law firms that specialize in areas critical to their business success. NJBIZ will honor standout corporate and in-house counsel attorneys who navigate complicated contractual negotiations, defend their companies in high stakes litigation and defend some of an organizations most important assets.

HEALTHCARE HEROES
JUNE 23, 2015 • NOMINATIONS BEGIN IN FEBRUARY 2015
The Healthcare Heroes awards program was created in an effort to recognize excellence, promote innovation and honor the efforts of individuals and organizations making a significant impact on the quality of healthcare in New Jersey. Finalists are recognized in several categories including: Physician of the Year, Nurse of the Year, Hospital of the Year, Education Hero and Innovation Hero.

FORTY UNDER FORTY
SEPTEMBER 28, 2015 • NOMINATIONS BEGIN IN APRIL 2015
The Forty Under 40 program recognizes 40 business men and women under the age of 40 for their notable successes and demonstrations of strong leadership in the region.

CFO OF THE YEAR AWARDS
OCTOBER 9, 2015 • NOMINATIONS BEGIN IN JUNE 2015
The CFO of the Year awards program celebrates New Jersey’s financial executives at all levels who contribute to the success of New Jersey’s economic growth and stability. NJBIZ will honor New Jersey's Chief Financial Officers for the critical role they play in making their companies successful.

NEW JERSEY’S FIFTY FASTEST GROWING COMPANIES
NOVEMBER 12, 2015 • NOMINATIONS BEGIN IN JULY 2015
The Fifty Fastest Growing Companies is a program that identifies the state’s most dynamic companies that have made significant contributions to the strength of the New Jersey economy. Fifty companies are ranked according to revenue and percentage growth over a four-year period.

BUSINESS OF THE YEAR
DECEMBER 7, 2015 • NOMINATIONS BEGIN IN AUGUST 2015
This awards program honors companies and individuals for outstanding accomplishments in helping the state’s business community grow and prosper. In addition to awards in several different categories, three business executives from the state are inducted into the distinguished Hall of Fame.