Bolstering bioPharma
Trade group BioNJ and its president, Debbie Hart, lay out ways the state can strengthen the sputtering industry.
**NJBIZ AUDIENCE**

90% of NJBIZ readers are senior executives and top management.

96% of our pass-along readership is to management personnel.

Executive Level 68%
- Board chairman, owner, partner, chief executive, president, vice president

Management Level 25%
- General manager, purchasing director, department head

Other Level 12%

**COMPANY SIZE**

By Sales Volume
- $29.9 million average
- Under $5 Million 36%
- $5 Million - $9.99 Million 13%
- $10 Million - $99.99 Million 25%
- $100 Million plus 14%

By # of Employees
- 200 employee average
- Small Companies 42% (1 to 25 employees)
- Medium Companies 26% (26 to 99 employees)
- Large Companies 30% (100 or more employees)

**TOTAL AUDIENCE 57,375**

**READER PROFILE**

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

- Average Age 58
- Attended College 96%
- Average Personal Income $236,000
- Average Household Income $290,000
- Total Household Net Worth $2,033,000
- Average Value of Primary Residence $651,000

**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.

89% of our readers consider NJBIZ a very good/excellent source for business news.

84% have subscribed for more than three years.

Average time spent reading each issue 28 minutes

63% 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

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

90% of our readers make purchasing decisions for their company.

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/Tables/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

**BUSINESS PROFILE**

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

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%

69% of our readers say they plan to move, expand or renovate their facility in the next 36 months.

Average Age 58

Attended College 96%

Average Personal Income $236,000

Average Household Income $290,000

Total Household Net Worth $2,033,000

Average Value of Primary Residence $651,000

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Source: NJBIZ 2015 Reader Profile Study • Readex Research; CVC Circulation and Readership Study Data 2015
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 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: 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 category.

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.
## 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></th>
<th>1x Insertion</th>
<th>2x or more</th>
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</thead>
<tbody>
<tr>
<td>Full Run</td>
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<tr>
<td>Split Run</td>
<td>$235</td>
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</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.

---

## DISPLAY RATES PER INSERTION

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<th>12-18</th>
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<th>26-33</th>
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## COLOR RATES

Full color (four color process) $730 | Black + one color $310

All Display Rates Are Gross.

## PUBLICATION AD SIZES

### TABLOID SIZE PUBLICATION

**PUBLICATION SIZE:** 11.375" x 14.5"  **IMAGE SIZE:** 10.125" x 13.5"
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 PAGEMAKER, 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

**ADDITIONAL PRODUCTION INFORMATION**

All questions regarding ad material preparation should be directed to NJBIZ at (732) 246-5717.

**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** Use Dropbox™ or other web-based ftp sites such as sendspace.com or mailbigfile.com. Please e-mail your account executive after you have submitted your file.

**PUBLICATION AD SIZES**

**TABLOID 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**

| Horizontal | 10.125” wide | 6.25” high |
| Vertical | 5” wide | 13” high |

**JUNIOR**

| 7.5” wide | 10” high |

**1/2 PAGE**

| Horizontal | 5” wide | 6.25” high |
| Vertical | 2.35” wide | 13” high |

**1/4 PAGE**

| Block | 5” wide | 6.25” high |
| Vertical | 2.35” wide | 3” high |

**1/8 PAGE**

| Horizontal | 5” wide | 3” high |
| Vertical | 2.35” wide | 6.25” high |

**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.
## EDITORIAL CALENDAR 2018

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPOTLIGHT</th>
<th>LISTS</th>
<th>SPACE DUE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/1</td>
<td>Human Resources</td>
<td>Staffing Firms</td>
<td>12/18</td>
<td>12/25</td>
</tr>
<tr>
<td>1/8</td>
<td>Executive Education</td>
<td>Colleges &amp; Universities/MBA Programs</td>
<td>12/25</td>
<td>1/1</td>
</tr>
<tr>
<td>1/15</td>
<td>Health Care</td>
<td>Cardiac Care Facilities</td>
<td>1/1</td>
<td>1/8</td>
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<tr>
<td>1/22</td>
<td>e-Commerce</td>
<td>Warehouse &amp; Distribution Centers</td>
<td>1/8</td>
<td>1/15</td>
</tr>
<tr>
<td>1/29</td>
<td>Accounting</td>
<td>Accounting Firms</td>
<td>1/15</td>
<td>1/22</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/5</td>
<td>Food</td>
<td>Economic Development Authority Lenders</td>
<td>1/22</td>
<td>1/29</td>
</tr>
<tr>
<td>2/12</td>
<td>Banking &amp; Finance</td>
<td>Insurance Brokerages</td>
<td>1/29</td>
<td>2/5</td>
</tr>
<tr>
<td>2/19</td>
<td>Construction/Developers</td>
<td>Commercial Real Estate Developers/Brokerages</td>
<td>2/5</td>
<td>2/12</td>
</tr>
<tr>
<td>2/26</td>
<td>Transportation</td>
<td>Shipping Companies</td>
<td>2/12</td>
<td>2/19</td>
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<tr>
<td>MARCH</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/5</td>
<td>Law</td>
<td>Law Firms</td>
<td>2/19</td>
<td>2/26</td>
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<tr>
<td>3/12</td>
<td>Employee Benefits</td>
<td>PEO’s</td>
<td>2/26</td>
<td>3/5</td>
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<td>3/26</td>
<td>Power 100</td>
<td>100 Most Powerful in Business</td>
<td>3/12</td>
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<td>3/19</td>
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<td>Construction/Architecture</td>
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<td>Innovation Issue: Life Science &amp; Technology</td>
<td>Life Science Companies/Research Centers **in FoodBiz Supplement: Food Companies</td>
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<td>4/16</td>
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<td>National Small Business Week</td>
<td>Chambers of Commerce</td>
<td>4/16</td>
<td>4/23</td>
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<td>4/2</td>
<td>4/9</td>
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<td>The Vanguard Series - Health Care</td>
<td>Health Insurance Providers</td>
<td>4/30</td>
<td>5/7</td>
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<td>Diversity</td>
<td>Minority-Owned Businesses</td>
<td>5/7</td>
<td>5/14</td>
</tr>
<tr>
<td>5/28</td>
<td>Hospitals</td>
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<td>5/14</td>
<td>5/21</td>
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<td>6/11</td>
<td>Unions</td>
<td>Public Relations Firms</td>
<td>5/28</td>
<td>6/4</td>
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<td>Small Business Administration Lenders</td>
<td>6/4</td>
<td>6/11</td>
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<td>6/4</td>
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<td>Business &amp; Professional Associations</td>
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<td>7/2</td>
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<tr>
<td>7/16</td>
<td>Top Entrepreneurs</td>
<td>Highest Paid CEO's</td>
<td>7/2</td>
<td>7/9</td>
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<td>7/23</td>
<td>Small Business</td>
<td>Breweries/Wineries</td>
<td>7/9</td>
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<td>Accounting Degree Programs</td>
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<tr>
<td>8/13</td>
<td>Banking &amp; Finance</td>
<td>Mortgage Bankers &amp; Brokers</td>
<td>7/30</td>
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<td>8/6</td>
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<td>Hospitals</td>
<td>Highest Paid Hospital CEO's</td>
<td>8/13</td>
<td>8/20</td>
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<tr>
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<td>Business Profiles</td>
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<td>6/28</td>
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<td>Women-Owned Businesses</td>
<td>8/20</td>
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<td>Small Business</td>
<td>Veteran-Owned Businesses</td>
<td>8/27</td>
<td>9/3</td>
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<td>Power Bankers</td>
<td>Savings Banks and Associations</td>
<td>9/3</td>
<td>9/10</td>
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<tr>
<td>9/24</td>
<td>New Jersey Manufacturing Week</td>
<td>Manufacturing Companies</td>
<td>9/10</td>
<td>9/17</td>
</tr>
<tr>
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<td></td>
<td></td>
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<tr>
<td>10/1</td>
<td>Companies that Care</td>
<td>Nonprofit Organizations</td>
<td>9/17</td>
<td>9/24</td>
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<tr>
<td>10/8</td>
<td>Small Business</td>
<td>NJSBDC's</td>
<td>9/24</td>
<td>10/1</td>
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<tr>
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<td>Engineering Firms/Office Buildings</td>
<td>10/1</td>
<td>10/8</td>
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<td>10/22</td>
<td>Tax Planning</td>
<td>Accounting Firms</td>
<td>10/8</td>
<td>10/15</td>
</tr>
<tr>
<td>10/29</td>
<td>Economic Development</td>
<td>Tourist Attractions</td>
<td>10/15</td>
<td>10/22</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/5</td>
<td>Labor Unions</td>
<td>Labor Unions</td>
<td>10/22</td>
<td>10/29</td>
</tr>
<tr>
<td>11/12</td>
<td>Law</td>
<td>Law Firms</td>
<td>10/29</td>
<td>11/5</td>
</tr>
<tr>
<td>11/19</td>
<td>Credit Unions</td>
<td>Credit Unions</td>
<td>11/5</td>
<td>11/12</td>
</tr>
<tr>
<td>11/26</td>
<td>Banking</td>
<td>Commercial Banks</td>
<td>11/12</td>
<td>11/19</td>
</tr>
<tr>
<td>11/12</td>
<td>The Vanguard Series - Commercial Real Estate</td>
<td></td>
<td>10/29</td>
<td>11/5</td>
</tr>
<tr>
<td>DECEMBER</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12/3</td>
<td>Going Global</td>
<td>Foreign-Owned Companies</td>
<td>11/19</td>
<td>11/26</td>
</tr>
<tr>
<td>12/10</td>
<td>Healthcare</td>
<td>Health Insurance Providers/Third Party Administrators</td>
<td>11/26</td>
<td>12/3</td>
</tr>
<tr>
<td>12/17</td>
<td>Vanguard Series Year-End Recap</td>
<td>List Leaders</td>
<td>12/3</td>
<td>12/10</td>
</tr>
<tr>
<td>12/24</td>
<td>Book of Lists</td>
<td></td>
<td>11/23</td>
<td>12/7</td>
</tr>
<tr>
<td>12/31</td>
<td>Accounting</td>
<td>Mergers &amp; Acquisitions</td>
<td>12/17</td>
<td>12/24</td>
</tr>
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</table>
NJBIZ.com Receives:

- **625,000** average monthly page views
- **115,000** average unique monthly visitors
- more than **40%** are direct URL visitors (as of 10/1/2017)

*Circulation Verification Council, June 2015.

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>Size</th>
<th>Open</th>
<th>6x</th>
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</thead>
<tbody>
<tr>
<td>Leader Board</td>
<td>$3,925</td>
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<tr>
<td>Large Rectangle</td>
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<td>$1,925</td>
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<tr>
<td>Wide Skyscraper</td>
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<tr>
<td>Banner</td>
<td>$2,750</td>
<td>$2,200</td>
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</tbody>
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*All rates are net
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**

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<thead>
<tr>
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<th>Open</th>
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<tr>
<td>Leaderboard Bookends (728 x 90)</td>
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<td>Large Rectangle 7 (300 x 250)</td>
<td>$1,690</td>
<td>$1,440</td>
<td>$1,188</td>
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*All rates are net

**TEXT BOX**
Reach the e-mail inbox of over 60,000 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**

Morning Roundup ................................................................. $800
Roundup & Daily Package ................................................... $1,400

*All rates are net
Daily E-Newsletter
The Daily e-newsletter delivers local and national business news every afternoon, Monday through Friday.

**MONTHLY RATES**

<table>
<thead>
<tr>
<th>TEXT BOX</th>
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**WEEKLY RATES**

**Daily E-Newsletter**.................................................................$800

**Roundup & Daily Package**.............................................$1,400

*All rates are net
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*

<table>
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<tr>
<td>Rectangle(s)</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,250</td>
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</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
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*

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<tbody>
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<td></td>
<td>$2,500</td>
<td>$1,750</td>
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<tr>
<td>Rectangle(s)</td>
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<td>$1,250</td>
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<tr>
<td>Property of the Week</td>
<td>$1,500</td>
<td>$1,250</td>
<td>$1,000</td>
</tr>
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RATES*

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

*All rates are net
DIGITAL ADVERTISING INFORMATION 2018
TARGET SPONSORSHIPS

**SPLASH AD**
*Be seen by the viewers at www.njbiz.com* as they enter NJBIZ’s website with a large 430 x 375 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: 430 x 375
ACCEPTED FILES: JPG, GIF
INVESTMENT: $2,200/week
*All rates are net

**IMPACT FLY-IN**
This premium ad position creates a friendly layer for your message when accessing both the njbiz.com desktop and mobile sites. At the moment of user engagement, your fly-in message is visible and appears strategically during site interaction.

SIZE: 300 x 100
ACCEPTED FILES: JPG, GIF
INVESTMENT: $2,200/week
*All rates are net

**MOBILE ENGAGEMENT**
Busy company executives are on the move and harder to reach now more than ever. Capture the attention of the NJBIZ audience when and where it’s focused, through engagement opportunities on NJBIZ mobile.

**SPONSOR:** This prominent ad zone is located at the top of the page in a 320 x 50 size provides 100% exposure to the Business Journals mobile user audience.

**LARGE RECTANGLE:** A special 300 x 250 ad unit strategically positioned among our headline driven content achieves campaign objectives and drives engagement.

SIZE: 320 x 50
ACCEPTED FILES: JPG, GIF
INVESTMENT:
Open: $1,500/month
6 months: $1,250/month
12 months: $1,000/month
*All rates are net

SIZE: 300 x 250
ACCEPTED FILES: JPG, GIF
INVESTMENT:
Open: $1,250/month
6 months: $1,100/month
12 months: $975/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 300 x 35 Search sponsor ad including a 120 x 160 rectangle ad on all of our e-newsletters.

SIZE: 300 x 35 (ROS), 120 x 160 (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
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>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 100</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>300 x 600</td>
</tr>
<tr>
<td>Rectangle</td>
<td>145 x 160</td>
</tr>
<tr>
<td>Mobile</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Search Sponsor Bar</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.

Supported Ad Types*
Web:
- GIF or JPG
- Animated GIF
- Flash

E-mail/Mobile:
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Flash File Specifications
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2018 NJBIZ EVENTS

NJBIZ BEST 50 WOMEN IN BUSINESS
MARCH 19, 2018
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. Evening Event.

NJBIZ BEST PLACES TO WORK IN NJ
MAY 1, 2018
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. Evening Event.

NJBIZ GENERAL COUNSEL AWARDS
MAY 18, 2018
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. Morning Event.

FOODBIZNJ
APRIL 24 & OCTOBER 16, 2018
FoodBizNJ is a day of education and networking designed to benefit New Jersey state business owners/operators in the food and beverage industries. NJBIZ brings together buyers and sellers in this business to business environment aimed to stimulate revenue opportunities, educate and inspire.

NJBIZ HEALTHCARE HEROES
JUNE 19, 2018
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. Morning Event.

NJBIZ ICON HONORS
AUGUST 23, 2018
Celebrating Leaders over 60. This awards program will recognize New Jersey business leaders over the age of 60 for their notable success and demonstration of strong leadership both within and outside of their chosen field. Winners will be honored during an awards ceremony on August 23 and will be profiled in an event publication inserted in NJBIZ. Morning Event.

NJBIZ FORTY UNDER 40
SEPTEMBER 20, 2018
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. Evening Event.

NJBIZ CFO OF THE YEAR AWARDS
OCTOBER 23, 2018
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. Morning Event.

NJBIZ 50 FASTEST GROWING COMPANIES
NOVEMBER 13, 2018
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. Morning Event.

NJBIZ BUSINESS OF THE YEAR
DECEMBER 3, 2018
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. Evening Event.
In our continuing effort to deliver high-profile, informative, and exciting speakers and topics to New Jersey’s business community, NJBIZ brings you the 2018 Panel Discussion Series. This series brings the best and the brightest CEO’s and organizational leaders to a forum where they will discuss crucial topics affecting today’s ever-changing business environment.

This is a highly exclusive opportunity to engage one-on-one with some of the state’s top leaders and have your organization aligned in a leadership position with specific industry verticals in person, in print and online. Availability is on a first come, first serve basis.

Overview
On-the-record, moderated panel discussion on a relevant topic (chosen by sponsors) to include 4 to 6 notables in their respective field. The Panel Discussion begins at 8:00 am with a half hour of networking followed by a 90 minute moderated discussion. A catered breakfast is included for attendees.

Pre-Event
• Logo placement in all print event ads in NJBIZ
• Logo placement in all e-blasts for the event
• Logo placement on all e-newsletter ads
• Logo placement on event registration page
• Limited six sponsor companies
• Industry exclusivity
• Speaking slot with direct input on the topic and panelists
• A Panelist Pre Event call will take place exactly one week prior to event at 10:00 am unless otherwise noted. On this call you will have direct input to the topics and questions discussed during the event.

At Event
• Recognition from podium sponsor
• Event program with logo placement, panelist headshot and bio
• Opportunity to distribute gifts or promotions at place setting
• NJBIZ photographer assigned to capture event

Post Event
• Panel Discussion wrap up in a select issue of NJBIZ and on NJBIZ.com for one year
• Reprints and right to publish the Panel Discussion wrap up on your website for a year
• Panel Discussion wrap up included in NJBIZ e-newsletter
• Half page advertisement in select issue of NJBIZ
• Electronic list of attendees with contact information
• The Panel Discussion will be uploaded to our NJBIZ YouTube Channel shortly after the event. All Panelists are welcome to share the link on their personal, professional, or company pages.

UPCOMING EVENTS:
• January 30: Harassment in the Workplace
• February 20: Cyber Security
• March 20: Opioids
• April 17: Construction and Development
• May 22: Cannabis
• June 26: Energy
• July 17: Human Resources
• August 14: Healthcare Technology
• September 18: Manufacturing
• October 15: Education
• November 20: Health Insurance
• December 18: Women in Business

SPONSORSHIP COST: $5,000