



### Advertising Packages and Rates

Frequency	1X	2X	3X	Optional web package
Full Page	\$1,895	\$1,795	\$1,695	<b>Banners: HALF PANEL (234 X 240), VERTICAL (120 X 600), NATIVE/TEXT style, email buttons</b> <b>Estimated Impressions: 25,000 per insertion (3 months)</b> <b>Directory listings and map locations. Linked and highlighted event listings, e-mail newsletter promotion</b>
<i>with web package</i>	2,080	1,970	1,875	
Back Cover	2,365	2,245	2,125	
<i>with web package</i>	2,555	2,420	2,300	
Inside Covers	2,080	1,975	1,870	
<i>with web package</i>	2,270	2,150	2,045	
2/3 page	1,440	1,370	1,295	
<i>with web package</i>	1,660	1,570	1,495	
1/2 page	1,215	1,155	1,095	
<i>with web package</i>	1,400	1,325	1,265	
1/3 page	900	855	810	<b>Banners: LARGE (234 X 180) and VERTICAL 120 X 600, NATIVE/TEXT style, email buttons. Impressions: 25,000 per insertion (3 months). Directory listings and map locations</b> <b>Linked and highlighted event listings, e-mail newsletter promotion</b>
<i>with web package</i>	1,090	1,035	990	
1/6 page	495	470	445	<b>Banner size: MEDIUM (234 X 120) and VERTICAL 120 X 600.</b> <b>Estimated Impressions: 20,000 per insertion (3 months)</b> <b>Directory listings and map locations</b> <b>Linked and highlighted event listings, e-mail newsletter promotion</b>
<i>with web package</i>	670	630	605	
1/12 page	270	260	245	<b>Banner size: SMALL (234 X 60) and extended listings</b> <b>Estimated Impressions: 15,000 per insertion (3 months)</b> <b>Directory listings and map locations</b>
<i>with web package</i>	450	440	395	
1/24 (theme/directory)	145	140	130	
<i>with web package</i>	300	295	280	
<b>Bleed on 1/2h, 1/3v, 2/3: \$50 per insertion.</b>				
<i>Rates are net and do not include agency commission.</i>				

### Website-Only Advertising or Add-on Premium Rates

BANNERS WITH EXTENDED LISTINGS				
MONTHS OR (IMPRESSIONS)	1 or (10,000 imp)	3 mo or 25,000 imp	6 (50,000)	Annual (80,000)
<b>Half panel (234 X 240)</b>	\$130	\$275	\$500	\$750
<b>Large banners (234 X 180)</b>	120	250	450	685
<b>Medium banners (234 X 120)</b>	110	235	430	650
<b>Small banners (234 X 60)</b>	100	225	405	610
	<b>5,000 impressions</b>	<b>10,000</b>		
<b>Skyscraper (120 X 600)</b>	100	175		
<b>Mobile (320 X 50)</b>	150	250		
<b>Website Directory Listing &amp; Map Location</b>	1 Month: \$60	3 Months: \$90	6 Months: \$150	Annual: \$250
SHORT-TERM EVENT PROMOTION				
<b>E-mail newsletter feature: \$60 - \$75 (July - October)</b>				
<b>E-mail promotion and banners: \$160</b>				

Banner ad campaigns include directory listings and map locations.

Please refer to opposite side for website campaign descriptions. Or online at <http://www.njskylands.com/ads-website>

All campaigns can be modified to meet your requirements.

➔ Website benefits and print specs

### Annual Membership Package: \$1 per day

**Consider your participation as a membership in our marketing organization. Annual \$365 fee includes:**

**MAGAZINE:** Directory listing, regional map location, event listings in each issue.

**WEBSITE:** Directory listings, linked map locations, linked event listings, email promotion, web banner campaign.

Listings include name, address and three lines description (approx 25 words). Additional lines cost \$25 each.

Listings are included with display ads 1/12 page and larger. Listings are included in all appropriate website directories and maps.



### Publication Specs

#### 2018 Issue Dates and Deadlines

**Spring:** March 21. Reservation: February 16. Materials & editorial: February 23.  
**Summer:** June 15. Reservation: May 11. Materials and editorial: May 18.  
**Autumn:** September 14. Reservation: August 10. Materials & editorial: August 17.  
**Supplement:** Optional supplement or inserts.

#### Ad Submission

Advertisements must be prepared in or converted to electronic format for output directly to printing plate. The publication is prepared on Macintosh platform in InDesign. Standard .eps, .tiff and .pdf files created from Adobe Illustrator or Photoshop are acceptable. Material can be submitted on CD or e-mail to ads@njskylands.com.

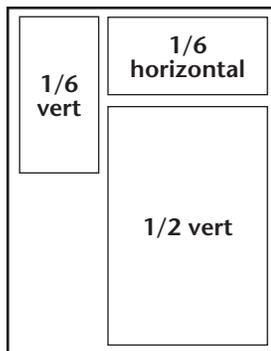
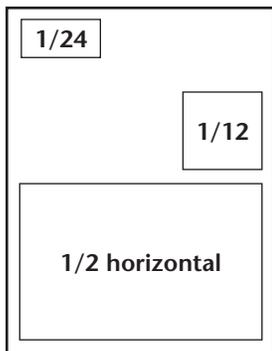
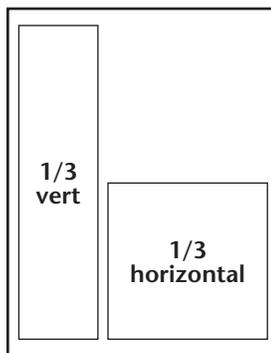
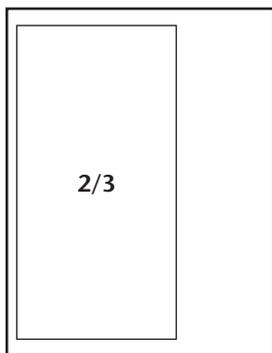
Screen: Preferred line screen: 150 lpi (300 dpi). Color ads submitted for insertion should be accompanied by color proof.

#### Production Charges

All normal black & white production charges (typography set from layout & specs and basic logo scans) are included in the ad rates. Charges for special services such as illustrations, photography, scans, digital conversions, artwork, layouts and mechanicals performed by the publisher or printer will be charged back at non-commissionable rates to the advertiser.

#### Print Ad Sizes

Size	Width	X	Height
Full	42p6 (7")	X	60p6 (10")
2/3	28p (4 11/16")	X	60p6 (10")
1/2 Vertical	28p (4 11/16")	X	45p3 (7 1/2")
1/2 Horizontal	42p6 (7")	X	29p9 (4 7/8")
1/3 Vertical	13p6 (2 1/4")	X	60p6 (10")
1/3 Horizontal	28p (4 11/16")	X	29p9 (4 7/8")
1/6 Vertical	13p6 (2 1/4")	X	29p9 (4 7/8")
1/6 Horizontal	28p (4 11/16")	X	14p3 (2 3/8")
1/12	13p6 (2 1/4")	X	14p3 (2 3/8")
1/24	13p6 (2 1/4")	X	6p9 (1 1/8")



### Website Campaigns

Now in its 22nd year online, njskylands.com includes an extensive archive of stories from 28 years of magazine publication, interactive maps, a complete directory and various getaway packages and special offers. The content-rich website attracts thousands of visitors every month seeking information about northwest New Jersey and surrounding areas.

Advertiser reports are available via user log-in or email for all web-only or add-on premium magazine advertisers. Statistics include ad impressions and click-through results for your campaign.

**BASIC WEBSITE LISTINGS** include a linked description in the appropriate directory and linked locations on maps by topic and by location.

**BANNER AD CAMPAIGNS** are available in various sizes, and rotate across the website, and can yield thousands of impressions each week. You can book for either a specific period of time, or for an allotted number of impressions. Our ad server controls the number of times your banner is seen and makes sure that it is spread evenly across the pages viewed by website visitors. You can also target the kinds of pages where you want your banner to appear: outdoors, events, towns and tours, etc..

You can receive reports on the progress of your campaign, including statistics on impressions and click-through on your listings and banners. You can change your banners to test special offers, etc., and you can use more than one banner in your rotation.

**PROFILE PAGES AND SPONSORED EDITORIAL** can be created to promote your business either in "billboard" fashion or as editorial designed as "native advertising" appropriate for our audience.

**EXTENDED LISTINGS** are included as reader resources in specified directories, on suitable map pages, and with appropriate stories. For instance a bed and breakfast listing would appear in the general accommodations list, on the accommodations map, and on pages that might describe a nearby activity or attraction. **All banner ad programs include extended listings (text ads).**

**E-MAIL NEWSLETTER:** 5,000 website subscribers also receive our e-mail newsletter, featuring current events, suggested seasonal activities, and special offers. Sponsorship of these e-mail promotions is another benefit for our advertisers.

**Print ads include optional banner and extended listing campaigns. Take advantage of magazine and website promotion at one discounted rate!**

#### Banner Specs

Right hand banners are 234 px wide X 60, 120, 180, and 240 high. Section banners run on left side of page and are 120 px X 600 px. Acceptable formats: .gif, animated gif, jpg, .swf  
File size should be less than 56KB

Banners production charges are dependent on your requirements.

**More information on banner sizes and samples are on** <http://www.njskylands.com/ads-website.htm>