

## HIGHER EDUCATION: Jobs for the 21<sup>st</sup> Century

It is essentially a tale of two job markets: menial, low-paying jobs at one end of the spectrum, and scarce, high-paying jobs at the other. A feature article in the April issue of NEW JERSEY BUSINESS magazine will explore the 21<sup>st</sup> century labor market from a higher education perspective. We'll learn which degrees and internships have the best chances of providing college students with careers that are both personally fulfilling and prosperous. As a college or university, advertise alongside this story. Your message will be read by more than 121,000\* business readers, many of whom seek to advance their own careers, and/or the careers of their college-aged students.

Closing date for advertising reservations is February 27, with advertising copy due by March 10. Please reserve space by completing the form on the next page, or by contacting our advertising department at 973-882-5004 for additional information.

\*based on a pass-along readership of 4.5 persons per issue

## Take advantage of our web & e-mail opportunities and receive 250,000 impressions each month.

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Fax: 973-882-4648
Advertising Department
NEW JERSEY BUSINESS
310 Passaic Avenue, Fairfield, NJ 07004



To reserve advertising space in the NEW JERSEY BUSINESS APRIL 2015 issue, please fill out the form below and E-mail the completed form to ads@njbmagazine.com or fax to 973-882-4648.

AD RESERVATION: FEBRUARY 27, 2015	AD COPY DEA	ADLINE: MARCH 10, 2015
BLACK & WHITE PRINT RATES:		
Print Size	Cost*	Width x Height
☐ Full Page	\$4,328	7" x 10"
☐ 2/3 Page	\$3,062	4.625" x 10"
☐ 1/2 Page Vertical	\$2,416	4.625" x 7.375"
☐ 1/2 Page Horizontal	\$2,416	7" x 4.875"
☐ 1/3 Page Vertical	\$1,687	2.125" x 10"
☐ 1/3 Page Horizontal	\$1,687	4.625" x 4.875"
☐ 1/6 Page Vertical	\$976	2.125" x 4.875"
☐ 1/6 Page Horizontal	\$976	4.625" x 2.375"
UPGRADE TO COLOR		
□ Color	Add \$625	
*Rates are one time; contract rates will be quoted on requ	est.	
WEBSITE RATES		
www.njbmagazine.com - Your Banner will rema	ain on our site for	the month of April 2015.
☐ 2 Banner Package – <i>Leaderboard &amp; Rectangle</i>	\$500	Leaderboard: 468 x 60 Pixels Rectangle: 300 x 250 Pixels
☐ 1 Banner Package – Half Banner	\$200	234 x 60 Pixels
Website URL: www.		
Website URL: www		
Website URL: www		
E-ZINE RATES  Each E-Zine placement will run for 3 consecutiv	re days – (Monday	, Tuesday, Wednesday) or
E-ZINE RATES  Each E-Zine placement will run for 3 consecutiv (Thursday, Friday, Saturday)		
E-ZINE RATES  Each E-Zine placement will run for 3 consecutiv (Thursday, Friday, Saturday)   1 Week – 1 Placement per Week (3 Days)	\$800	300 x 250 Pixels
E-ZINE RATES  Each E-Zine placement will run for 3 consecutiv (Thursday, Friday, Saturday)  1 Week - 1 Placement per Week (3 Days) 2 Weeks - 1 Placement per Week (6 Days)	\$800 \$1,500	300 x 250 Pixels 300 x 250 Pixels
E-ZINE RATES  Each E-Zine placement will run for 3 consecutive (Thursday, Friday, Saturday)  1 Week - 1 Placement per Week (3 Days) 2 Weeks - 1 Placement per Week (6 Days) 4 Weeks - 1 Placement per Week (12 Days)	\$800 \$1,500 \$2,700	300 x 250 Pixels 300 x 250 Pixels 300 x 250 Pixels
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Electronic Files: NEW JERSEY BUSINESS magazine prefers advertisements in PDF format. E-mail to **ads@njbmagazine.com** (depending on file size). PDF files must have fonts embedded and color set to CMYK. Important: ALL ELECTRONIC FILES MUST INCLUDE A LASER PRINT OR COLOR PROOF OF THE ADVERTISEMENT. If you have any questions regarding electronic files, contact our Advertising/Production Department for detailed specifications. No cancellations after space reservations deadline.