



HIGHER EDUCATION: Jobs for the 21st 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 21st 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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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 DEADLINE: MARCH 10, 2015

BLACK & WHITE PRINT RATES:

Print Size	Cost*	Width x Height
<input type="checkbox"/> Full Page	\$4,328	7" x 10"
<input type="checkbox"/> 2/3 Page	\$3,062	4.625" x 10"
<input type="checkbox"/> 1/2 Page Vertical	\$2,416	4.625" x 7.375"
<input type="checkbox"/> 1/2 Page Horizontal	\$2,416	7" x 4.875"
<input type="checkbox"/> 1/3 Page Vertical	\$1,687	2.125" x 10"
<input type="checkbox"/> 1/3 Page Horizontal	\$1,687	4.625" x 4.875"
<input type="checkbox"/> 1/6 Page Vertical	\$976	2.125" x 4.875"
<input type="checkbox"/> 1/6 Page Horizontal	\$976	4.625" x 2.375"

UPGRADE TO COLOR

<input type="checkbox"/> Color	Add \$625
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*Rates are one time; contract rates will be quoted on request.

WEBSITE RATES

www.njbmagazine.com – Your Banner will remain on our site for the month of April 2015.

<input type="checkbox"/> 2 Banner Package – <i>Leaderboard & Rectangle</i>	\$500	Leaderboard: 468 x 60 Pixels Rectangle: 300 x 250 Pixels
<input type="checkbox"/> 1 Banner Package – <i>Half Banner</i>	\$200	234 x 60 Pixels

Website URL: www._____

E-ZINE RATES

Each E-Zine placement will run for 3 consecutive days – (Monday, Tuesday, Wednesday) or (Thursday, Friday, Saturday)

<input type="checkbox"/> 1 Week – 1 Placement per Week (3 Days)	\$800	300 x 250 Pixels
<input type="checkbox"/> 2 Weeks – 1 Placement per Week (6 Days)	\$1,500	300 x 250 Pixels
<input type="checkbox"/> 4 Weeks – 1 Placement per Week (12 Days)	\$2,700	300 x 250 Pixels
<input type="checkbox"/> Full Month – 2 Placements per Week	\$5,000	300 x 250 Pixels

ADVERTISER:

Name: _____
 Title: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail: _____
 Signature: _____

ADVERTISER AGENCY(If Applicable):

Name: _____
 Title: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail: _____
 Signature: _____