



**MARCH 2016  
SPECIAL SECTION**

# LICENSED SITE REMEDICATION PROFESSIONALS

The March issue of NEW JERSEY BUSINESS magazine will feature a full-color special section spotlighting the work of the New Jersey Licensed Site Remediation Professionals Association (LSRPA). Written entirely by the LSRPA, this section will look at how New Jersey is transitioning to a Licensed Site Remediation Professional Program.

NEW JERSEY BUSINESS magazine reaches the full membership of THE NEW JERSEY BUSINESS & INDUSTRY ASSOCIATION, which is both our parent company and the largest and most influential state-level employer's organization in the United States. An additional 1,000 stand-alone reprints of this



special section will be provided to the LSRPA, to use as an ongoing marketing piece. It will also be available online on both [www.njbmagazine.com](http://www.njbmagazine.com) and [www.lsrpa.org](http://www.lsrpa.org).

With this in mind, we invite you to lend impact to the LSRPA's editorial message by advertising along with your industry peers. It's an ideal vehicle to market your services to a captive audience of 114,000\* readers.

**Closing date for advertising reservations is January 29, 2016, with advertising copy due by February 10, 2016. 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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March 2016

Greetings,

I want to let you know about an exciting promotional program the New Jersey Licensed Site Remediation Professionals Association (LSRPA) is participating in with the *New Jersey Business* magazine, the monthly publication of the New Jersey Business & Industry Association (NJBIA). A special supplement, featuring the LSRPA, will help us aggressively promote the profession to NJBIA's 25,000-plus member companies and subscribers. Many of these small, medium and large companies have an obligation to remediate sites.

The LSRPA section will be included in *New Jersey Business* magazine's March 2016 edition. This magazine is sent to more than 114,000 business professionals across various industries throughout New Jersey, as well as to the state's political movers and shakers.

We hope you join the LSRPA by having a presence in this special section. Email the LSRPA's Executive Director at [Sboyle@geiconsultants.com](mailto:Sboyle@geiconsultants.com) if you want a representative from *New Jersey Business* to contact you to provide additional information and answer any question you may have.

Sincerely

Mark Fisher,  
LSRPA President

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Executive Director  
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NJBIA

To reserve advertising space in the **NEW JERSEY BUSINESS MARCH 2016** issue, please fill out the form below and E-mail the completed form to [ads@njbmagazine.com](mailto:ads@njbmagazine.com) or fax to 973-882-4648.

**AD RESERVATION: JANUARY 29, 2016**

**AD COPY DEADLINE: FEBRUARY 10, 2016**

**BLACK & WHITE PRINT RATES:**

Print Size	Cost*	Width x Height
Full Page	\$4,414	7" x 10"
2/3 Page	\$3,124	4.625" x 10"
1/2 Page Vertical	\$2,465	4.625" x 7.375"
1/2 Page Horizontal	\$2,465	7" x 4.875"
1/3 Page Vertical	\$1,721	2.125" x 10"
1/3 Page Horizontal	\$1,721	4.625" x 4.875"
1/6 Page Vertical	\$996	2.125" x 4.875"
1/6 Page Horizontal	\$996	4.625" x 2.375"

**UPGRADE TO COLOR**

Color	Add \$625
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\*Rates are one time; contract rates will be quoted on request.

**WEBSITE RATES**

[www.njbmagazine.com](http://www.njbmagazine.com) – Your Banner will remain on our site for the month of March 2016.

2 Banner Package – <i>Leaderboard &amp; Rectangle</i>	\$561	Leaderboard: 468 x 60 Pixels Rectangle: 300 x 250 Pixels
1 Banner Package – <i>Half Banner</i>	\$204	234 x 60 Pixels

Website URL: [www.\\_\\_\\_\\_\\_](http://www._____)

**E-ZINE RATES**

**NEW JERSEY BUSINESS TODAY** placement will run for 3 consecutive days – (Monday, Tuesday, Wednesday) or (Thursday, Friday, Saturday)

1 Week – 1 Placement per Week (3 Days)	\$816	300 x 250 Pixels
2 Weeks – 1 Placement per Week (6 Days)	\$1,530	300 x 250 Pixels
4 Weeks – 1 Placement per Week (12 Days)	\$2,754	300 x 250 Pixels
Full Month – 2 Placements per Week	\$5,100	300 x 250 Pixels

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