NEW JERSEY
BUSINESS
A Publication of the New Jersey Business & Industry Association

MARCH 2018

BANKS: Serving Companies of All Sizes

In the continuously evolving banking marketplace, products and services that were once solely offered to large companies are now often available to small and mid-sized firms. Yet, differences not only in specific products and services, but the best overall approach banks may take with businesses, depend on many factors.

A feature article in the March issue of NEW JERSEY BUSINESS magazine will examine how financial institutions serve small, medium and large companies, and – perhaps most importantly – readers will learn what banks can offer their specific companies.

As a bank proud of its expertise and services, advertise alongside this story. Your message will be read by more than 120,000* readers, many of whom will want to know where they can turn for top-tier banking in an ever-complex financial landscape.

Closing date for advertising reservations is January 31, with advertising copy due by February 9. 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. See next page for details.

Lisa Criscuolo
Advertising Director
973-852-6225
l.criscuolo@njbmagazine.com

Douglas Prefach
Advertising Manager
973-852-6228
d.prefach@njbmagazine.com

Michael Nash
Account Executive
973-852-6231
m.nash@njbmagazine.com

973-882-5004
Fax: 973-882-4648
Advertising Department
NEW JERSEY BUSINESS
310 Passaic Avenue, Fairfield, NJ 07004

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To reserve advertising space in the NEW JERSEY BUSINESS MARCH 2018 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: JANUARY 31, 2018 **AD COPY DEADLINE: FEBRUARY 9, 2018**

BLACK & WHITE PRINT RATES:

Print Size	Cost*	Width x Height
☐ Full Page	$4,614	7" x 10"
☐ 2/3 Page	$3,266	4.625" x 10"
☐ 1/2 Page Vertical	$2,578	4.625" x 7.375"
☐ 1/2 Page Horizontal	$2,578	7" x 4.875"
☐ 1/3 Page Vertical	$1,799	2.125" x 10"
☐ 1/3 Page Horizontal	$1,799	4.625" x 4.875"
☐ 1/6 Page Vertical	$1,041	2.125" x 4.875"
☐ 1/6 Page Horizontal	$1,041	4.625" x 2.375"
☐ **UPGRADE TO COLOR**	Add $625	

*Rates are gross and one time; Frequency discounted rates are available upon request.

WEBSITE RATES

www.njbmagazine.com – Your Banner will remain on our site for the month of March 2018.

☐ 2 Banner Package – *Leaderboard & Rectangle* *(Visible on 3 websites: njbmagazine.com, njbia.org & my.njbia.org)*	$825	Leaderboard: 728 x 90 Pixels Rectangle: 300 x 250 Pixels
☐ 1 Banner Package – *Half Banner*	$209	234 x 60 Pixels

Website URL: www._____

E-ZINE RATES

Leaderboard Banner: Exclusive
650 x 90 pixels *Static ad only*
Runs for 6 consecutive days: Monday – Saturday

☐ 1 Week/Month	$1,900
☐ 2 Weeks/Month	$3,600
☐ 3 Weeks/Month	$5,000
☐ Entire Month	$6,400

Rectangle Banner:
300 x 250 pixels *Static ad only*
Runs for 6 consecutive days: Monday – Saturday

☐ 1 Week/Month	$1,500
☐ 2 Weeks/Month	$2,800
☐ 3 Weeks/Month	$4,000
☐ Entire Month	$5,100

*Rates are gross and one time; Frequency discounted rates are available upon request.

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