



Connecting Business for a Greater Newark

June 2021

Newark Regional Business Partnership (NRBP) is pleased to partner with NEW JERSEY BUSINESS magazine, the monthly publication of the New Jersey Business & Industry Association (NJBIA), on a special supplement that will highlight Newark's continued progress as a place to live, work and visit. Despite the ravages of the pandemic, there is unprecedented collaboration by municipal government with commerce, technology, health care, education, developers, philanthropic organizations and other stakeholders to move Newark forward. These efforts are unified by the common goals of achieving economic equity and true inclusion for existing and new residents, businesses, particularly those owned by residents of the City, and those who visit.

NRBP remains committed to promoting diversity, equity, and inclusion within the business community and throughout the city of Newark. We are proud to support efforts by the public and private sectors to achieve these goals.

For nearly one hundred years, NRBP and its predecessor organizations have focused on providing our members with the connections, information and advocacy they need to be successful and to be contributing partners in the Newark region's economic competitiveness. Corporations, professional firms, small enterprises, institutions and not-for-profit organizations come together to further their business objectives and provide opportunities for the Greater Newark community.

This special section will appear in the September 2021 issue of NEW JERSEY BUSINESS and will help to inform NJBIA's 93,500* readers about NRBP members' roles toward the dynamic progress in New Jersey's largest city.

A representative from NEW JERSEY BUSINESS will reach out to your organization about advertising opportunities in this supplement and answer any questions you may have. Thank you in advance for your assistance and participation.

Regards,

A handwritten signature in black ink that reads "Chip Hallock".

Chip Hallock, President & CEO



SEPTEMBER SPECIAL SECTION

NEWARK
The Growth of an Equitable City

In conjunction with the Newark Regional Business Partnership, we will present a series of stories describing how the state's largest city is elevating its diverse populations through equity initiatives. Articles will focus on the efforts of city government, corporations, higher education institutions, healthcare facilities, tech companies and residential developers. They know that for Newark to succeed, everyone must have equal opportunities and equal voices in moving the city forward.

This section will help promote these efforts by reaching 93,500* readers. Additionally, 1,000 additional stand-alone reprints will be supplied to the NRBP for distribution.

Join us in this unified look at Newark's solidarity and strength by advertising. Now is the time to have your voice heard by the entire New Jersey Business community.

TAKE ADVANTAGE OF OUR WEB & E-MAIL OPPORTUNITIES. SEE NEXT PAGE FOR DETAILS.

To reserve space, complete the form on the next page, or contact our advertising department:

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

COLOR PRINT RATES*

Print Size	Width x Height	Rate ¹
Full Page	7" x 10"	\$5,472
2/3 Page	4.625" x 10"	\$4,057
1/2 Page Vertical	4.625" x 7.375"	\$3,405
1/2 Page Horizontal	7" x 4.875"	\$3,405
1/3 Page Vertical	2.125" x 10"	\$2,515
1/3 Page Horizontal	4.625" x 4.875"	\$2,515
1/6 Page Vertical	2.125" x 4.875"	\$1,718
1/6 Page Horizontal	4.625" x 2.375"	\$1,718

EXCLUSIVE DIGITAL SPONSOR: Add \$1,075

WEBSITE RATES*

2 websites, 1 Price: Runs for 1 month
njbmagazine.com & njbia.org

2 Banner Package Leaderboard 728 x 90 pixels <i>plus</i> Rectangle 300 x 250 pixels	\$935
Super Leaderboard: 970 x 90 pixels	\$545
Wide Skyscraper: 300 x 600 pixels	\$475
Half Banner: 234 x 60 pixels ²	\$220

NJBT E-NEWS SERVICE RATES*

Runs for 1 month

Leaderboard Banner: EXCLUSIVE NEW LARGER SIZE 600 x 160 pixels <i>Static ad only</i>	\$2,625
Rectangle Banner: 300 x 250 pixels <i>Static ad only</i>	\$2,415

**LOCK IN FAR FORWARD,
RIGHT-HAND PAGES!**

RESERVE YOUR AD OPPOSITE THE
NJBI A COLUMNS OR THIS WAY
FORWARD DEPARTMENTS!

SPONSORED CONTENT*

Runs EXCLUSIVELY for 6 consecutive days:
Monday – Saturday

Weekly Rate	\$1,575
Includes 300 word article, 728 x 90 Leaderboard, two 300 x 250 Rectangle Banners	
Upgrade	\$2,100
All 3 banners and article will remain permanently and exclusively in our web archives	

EXCLUSIVE CO-BRANDED EMAIL*

Team-up with NEW JERSEY BUSINESS magazine on your email
marketing campaigns.

3 Co-Branded Emails	\$6,000
<ul style="list-style-type: none"> • Opt 1: HTML code file from LIVE website or email client • Opt 2: JPEG or PNG file • 3 strong subject lines (70 character limit including spaces) • DIMENSIONS: 600 pixels wide x 800 pixels high 	

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