



OCTOBER SPECIAL SECTION

MANUFACTURING IN NJ

This look at the state's manufacturing industry will reveal how companies are ramping up production as the US economy comes roaring back from the COVID-19 pandemic. Is product demand being met? What are the hiring challenges? One thing is certain, New Jersey's 10,500+ manufacturing firms are ready to produce the goods that America and the world needs.

This industry represented 245,600 workers prior to the pandemic. These employees were considered essential during the health crisis. More importantly, they are essential now!

Support the manufacturing sector by advertising in this annual Special Section. Your ad will reach 22,000 business readers – decision makers who need your products in the growing economy.

NJBIA is the statewide representative for the National Association of Manufacturers (NAM). NAM offers a supply chain Marketplace where manufacturers can connect with other manufacturers on a national level.

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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