



New Jersey Business Magazine's **2024 Innovative State Special Section**

InnovationNJ is once again partnering with *New Jersey Business Magazine*, the monthly publication of the New Jersey Business & Industry Association (NJBIA), on a special section showcasing New Jersey's research institutions and innovation ecosystem to be included in its annual Innovative State edition to be published in June.

This special section will help us to continue to raise awareness of New Jersey's academic research expertise and capabilities across its many world-class universities; the resources that are available to the business community to support their R&D and manufacturing; the STEM workforce that our schools and higher education institutions are producing; and opportunities to collaborate

New Jersey Business Magazine reaches more than 74,000 business professionals across various innovator industries throughout New Jersey, as well as policymakers and key opinion leaders.

A representative from *New Jersey Business Magazine* will reach out to you shortly to provide information about opportunities to participate in this special section and answer any questions you may have.

Thank you for your continued support and efforts to grow and promote New Jersey's innovation ecosystem and economy.

Sincerely,

Haskell Berman

Founder



JUNE SPECIAL SECTION

HIGHER EDUCATION

In conjunction with InnovationNJ, we will be detailing how artificial intelligence will impact research & development, as well as certificate and degree programs, at our two- and four-year colleges and universities. The June issue will be distributed at this year's Bio International Convention on June 3-6th in San Diego, CA.

We invite your institution of higher education to promote its research & development, AI, and overall innovation expertise to the New Jersey business community via an advertorial opportunity along side this special section.

This full-color supplement will be published within the magazine. A digital version will also be visible online at njbmagazine.com and innovationnj.net. See next page for details.

ALSO IN JUNE – NEW JERSEY: 33RD ANNUAL INNOVATIVE STATE ISSUE

RESERVE AD SPACE

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HIGHER EDUCATION



Special Section June 2024

BENEFITS OF PARTICIPATION

- 100 Stand-alone reprints of the section to each participant
- 500 Stand-alone reprints given to InnovationNJ for added exposure of your message
- Section will be published on www.njbmagazine.com and www.innovationnj.net
- Published as a Digital Issue for the *New Jersey Business Magazine*
- PDF file of your advertorial
- Link to your advertorial to post on your site or use in e-mail promotion
- Advertorial will run on our daily e-news service, *New Jersey Business Today*, which is sent to over 24,000 subscribers



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To reserve advertising space in this issue of *New Jersey Business Magazine*, click **RESERVE AD SPACE** below, contact your account rep, or email ads@njbmagazine.com.

RESERVATION: APRIL 17

MATERIALS DUE: APRIL 24

Higher Education Special Section

OPTION 1

1-Page, Color Advertorial
\$3,500

OPTION 2

2-Page, Color Advertorial
\$6,000

OPTION 3

4-Page, Color Advertorial
\$9,000

RESERVE AD SPACE

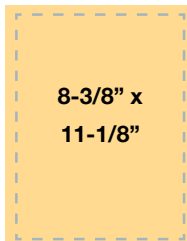
REQUEST MEDIA KIT

How It Works

New Jersey Business Magazine will provide you with an InDesign packaged file that includes a template highlighting the trim size, live area, gutter area and bleed so that you can lay out your advertorial with your own design concept. Included with the template will be fonts and style sheets to create a cohesive section. Please make sure all images are 300 DPI at 100% of placement size and CMYK, and Fonts are embedded.

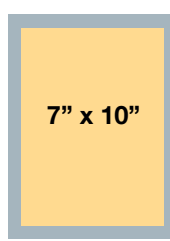
Once completed, compress the native files with all fonts and links and a Press Quality resolution PDF and email to ads@njbmagazine.com. If necessary, use third-party sites like wetransfer.com to easily email larger files. **IMPORTANT** – To output your PDF properly, please follow these specs: **Include a 0.125 bleed; crop marks offset at 0.15 (should NOT appear in the bleed area).**

FULL-PAGE BLEED



Full-Page Bleed: Set page document presets to 8.125" x 10.875". Add bleed to 0.125" all around. Live area is 7" x 10" (Inside margins: Top & Bottom: 0.4375"; Left & right: 0.5625").
Crop Marks: Set offset at 0.15".
Crop marks should NOT appear inside of bleed area.

LIVE AREA



NJBT E-NEWS SERVICE

Over 24,000+ Subscribers!
Runs for 1 month



Leaderboard Banner: \$3,029

EXCLUSIVE

600 x 160 pixels *Static ad only*

Rectangle Banner: \$2,793

300 x 250 pixels *Static ad only*

WEBSITE

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

Runs for 1 month

2 Banner Package \$1,082

Super Leaderboard 970 x 90 pixels
plus Rectangle 300 x 250 pixels

Leaderboard: 728 x 90 pixels \$629

Wide Skyscraper: 300 x 600 pixels \$561

Half Banner: 234 x 60 pixels** \$253

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No cancellations after space reservations deadline.
*Black and White Rates Available **Runs only on www.njbmagazine.com. ***Contract rates will be quoted on request. Questions regarding files, call our Production Department at 973-852-6224.

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