



October 21, 2024

Greetings,

The New Jersey Society of CPAs (NJCPA) once again has a wonderful opportunity to promote the accounting profession in a special section in *New Jersey Business Magazine*, the monthly publication of the New Jersey Business & Industry Association (NJBIA), that will run in their January 2025 edition.

This year's supplement will include insightful articles on what federal tax changes and state tax implications could be afoot in the coming year amid expiring Tax Cuts and Jobs Act (TCJA) provisions; what businesses need to prepare for with the state-mandated RetireReady NJ savings program; how companies can segregate duties to ward off fraud; and what companies should know about beneficial ownership information (BOI) reporting provisions and the need for transparency.

With this inclusion, New Jersey businesses and organizations will learn how CPAs, particularly NJCPA members, strategize and assist businesses every day. Our messages will resonate with NJBIA's member subscribers. Their readers – small, midsize and large company executives – need the valuable accounting services you bring to the table. *New Jersey Business Magazine* goes to more than 78,000* business professionals across various industries throughout New Jersey, as well as the state's political movers.

A representative from *New Jersey Business Magazine* will be contacting you with additional information about this special section and to answer any questions you may have should you choose to advertise in it.

A handwritten signature in black ink, appearing to read "Aiysha Johnson", with a long horizontal flourish extending to the right.

Sincerely,

Aiysha (AJ) Johnson, MA, IOM
CEO & Executive Director
New Jersey Society of CPAs



JANUARY SPECIAL SECTION

NJCPA

We will continue our Annual Partnership with the NJCPA to present articles on current accounting issues. Topics will include: The Expiring Tax Cuts & Jobs Act, and what it means for businesses, Fraud Prevention, the Ready to Retire NJ Initiative and more.

This is a must read for all businesses. As an accounting firm with expertise to offer NJ businesses, please consider lending impact to this special section by being visible with your corporate advertising message. You will be reaching a captive audience of more than 78,000* executive and legislative decision makers who need to be “in the know.”

TAKE ADVANTAGE OF OUR WEB & EMAIL OPPORTUNITIES. SEE NEXT PAGE FOR DETAILS.

To reserve space, click RESERVE AD SPACE, on the next page, contact your account rep, or email ads@njbmagazine.com.

Lisa Criscuolo
Associate Publisher
l.criscuolo@njbmagazine.com

Chris Marston
Account Executive
c.marston@njbmagazine.com

Bill Brauner
Account Executive
b.brauner@njbmagazine.com

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.

2025 IS HERE!

LOCK IN 2024 RATES TODAY!

PRINT*

Print Size	Width x Height	Rate
Full Page	7" x 10"	\$5,965
2/3 Page	4.625" x 10"	\$4,418
1/2 Page Vertical	4.625" x 7.375"	\$3,706
1/2 Page Horizontal	7" x 4.875"	\$3,706
1/3 Page Vertical	2.125" x 10"	\$2,735
1/3 Page Horizontal	4.625" x 4.875"	\$2,735
1/6 Page Vertical	2.125" x 4.875"	\$1,921
1/6 Page Horizontal	4.625" x 2.375	\$1,921

WEBSITE

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

2 Banner Package	\$1,137
Super Leaderboard 970 x 90 pixels <i>plus</i> Rectangle 300 x 250 pixels	
Leaderboard: 728 x 90 pixels	\$661
Wide Skyscraper: 300 x 600 pixels	\$590
Half Banner: 234 x 60 pixels**	\$266

NJBT E-NEWS SERVICE

Over 26,000+ Subscribers!
Runs for 1 month



Leaderboard Banner:	\$3,182
EXCLUSIVE 600 x 160 pixels <i>Static ad only</i>	
Rectangle Banner:	\$2,933
300 x 250 pixels <i>Static ad only</i>	

SPONSORED CONTENT

Runs for 6 consecutive days: Monday – Saturday

Weekly Rate	\$1,907
Includes 300 word article, 728 x 90 Leaderboard, two 300 x 250 Rectangle Banners	
Upgrade	\$2,539
All 3 banners and article will remain permanently and exclusively in our web archives	

DIGITAL ISSUE SPONSOR

EXCLUSIVE Expand your exposure and become the monthly sponsor of the digital issue and have your logo link back to your website across all of our platforms: Daily NJBT, Page 2 of the print issue, Full Page ad opposite the digital issue cover, Pop-up ad, and logo in digital issue release eblast.

Rate Per Issue	\$1,302
-----------------------	---------

CO-BRANDED EMAIL

EXCLUSIVE Team-up with NEW JERSEY BUSINESS MAGAZINE on your email marketing campaigns. Reach a Guaranteed minimum 40,000+ subscribers

1 Co-Branded Email	\$2,625
---------------------------	---------

RESERVE AD SPACE

REQUEST MEDIA KIT

UPLOAD ADS

ALL RATES ARE GROSS AND ONE TIME. ADDITIONAL FREQUENCY DISCOUNTS AVAILABLE.***

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.

Lisa Criscuolo
Associate Publisher
l.criscuolo@njbmagazine.com

Chris Marston
Account Executive
c.marston@njbmagazine.com

Bill Brauner
Account Executive
b.brauner@njbmagazine.com