Skylands Visitor

Publication and Website
www.njskylands.com

908/496-8598 **info@njskylands.com**

2017 Advertising Rates

Frequency	1X	2X	3X
Full Page	$1,895	$1,795	$1,695
with web package	*2,080*	*1,970*	*1,875*
Back Cover	2,365	2,245	2,125
with web package	*2,555*	*2,420*	*2,300*
Inside Covers	2,080	1,975	1,870
with web package	*2,270*	*2,150*	*2,045*
2/3 page	1,440	1,370	1,295
with web package	*1,660*	*1,570*	*1,495*
1/2 page	1,215	1,155	1,095
with web package	*1,400*	*1,325*	*1,265*
1/3 page	900	855	810
with web package	*1,090*	*1,035*	*990*
1/6 page	495	470	445
with web package	*670*	*630*	*605*
1/12 page	270	260	245
with web package	*450*	*440*	*395*
1/24 (theme/directory)	145	140	130
with web package	*300*	*295*	*280*

Bleed on 1/2h, 1/3v, 2/3: $50 per insertion.

Rates are net and do not include agency commission.

Optional web package

Banner size: HALF PANEL (234 X 240) and VERTICAL 120 X 600 with extended listings.
Estimated Impressions: 25,000 per insertion (3 months)
Directory listings and map locationsLinked and highlighted event listings, e-mail newsletter promotion

Banner size: LARGE (234 X 180) and VERTICAL 120 X 600 with extended listings. Impressions: 25,000 per insertion (3 months)
Directory listings and map locations
Linked and highlighted event listings, e-mail newsletter promotion

Banner size: MEDIUM (234 X 120) and extended listings
Estimated Impressions: 20,000 per insertion (3 months)
Directory listings and map locations
Linked and highlighted event listings

Banner size: SMALL (234 X 60) and extended listings
Estimated Impressions: 15,000 per insertion (3 months)
Directory listings and map locations

Website-Only Advertising or Add-on Premium Rates

BANNERS WITH EXTENDED LISTINGS

MONTHS OR (IMPRESSIONS)	1 or (10,000 imp)	3 mo or 25,000 imp	6 (50,000)	Annual (80,000)
Half panel (234 X 240)	$130	$275	$500	$750
Large banners (234 X 180)	120	250	450	685
Medium banners (234 X 120)	110	235	430	650
Small banners (234 X 60)	100	225	405	610
	5,000 impressions	**10,000**		
Skyscraper (120 X 600)	100	175		
Mobile (320 X 50)	150	250		

Website Directory Listing & Map Location	1 Month: $60	3 Months: $90	6 Months: $150	Annual: $250

SHORT-TERM EVENT PROMOTION

E-mail newsletter feature: $60 - $75 (July - October)

E-mail promotion and banners: $160

Banner ad campaigns include directory listings and map locations.

Please refer to opposite side for website campaign descriptions. Or online at http://www.njskylands.com/ads-website

All campaigns can be modified to meet your requirements.

Website benefits and print specs

Annual Membership Package: $1 per day

Consider your participation as a membership in our marketing organization. Annual $365 fee includes:
MAGAZINE: Directory listing, regional map location, event listings in each issue.
WEBSITE: Directory listings, linked map locations, linked event listings, email promotion, web banner campaign.
Lisings include name, address and three lines description (approx 25 words). Additional lines cost $25 each.
Listings are included with display ads 1/12 page and larger. Listings are included in all appropriate website directories and maps.

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Publication Specs

2017 Issue Dates and Deadlines

Spring: March 15. Reservation: February 11. Materials & editorial: February 18.
Summer: June 14. Reservation : May 6. Materials and editorial: May 14.
Autumn: September 14. Reservation: August 11. Materials & editorial: August 18.
Supplement: Optional supplement or inserts.

Ad Submission

Advertisements must be prepared in or converted to electronic format for output directly to printing plate. The publication is prepared on Macintosh platform in InDesign. Standard .eps. .tiff and .pdf files created from Adobe Illustrator or Photoshop are acceptable. Material can be submitted on CD or e-mail to ads@njskylands.com.

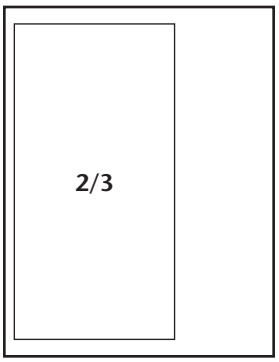
Screen: Preferred line screen: 150 lpi. Color ads submitted for insertion should be accompanied by color proof.

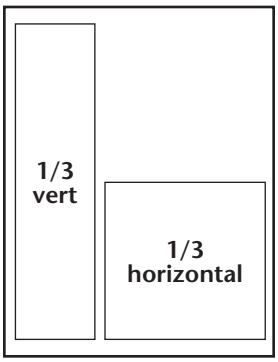
Production Charges

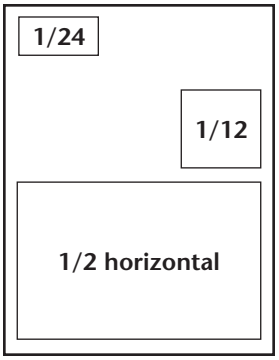
All normal black & white production charges (typography set from layout & specs and basic logo scans) are included in the ad rates. Charges for special services such as illustrations, photography, scans, digital conversions, artwork, layouts and mechanicals performed by the publisher or printer will be charged back at non-commissionable rates to the advertiser.

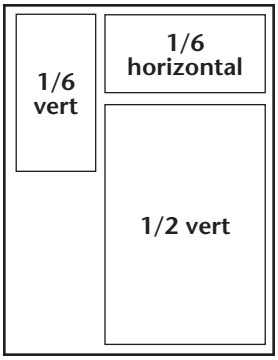
Print Ad Sizes

Size	Width	X	Height
Full	42p6 (7”)	X	60p6 (10”)
2/3	28p (4 11/16”)	X	60p6 (10”)
1/2 Vertical	28p (4 11/16”)	X	45p3 (7 1/2”)
1/2 Horizontal.	42p6 (7”)	X	29p9 (4 7/8”
1/3 Vertical.	13p6 (2 1/4”)	X	60p6 (10”)
1/3 Horizontal.	28p (4 11/16”)	X	29p9 (4 7/8”)
1/6 Vertical.	13p6 (2 1/4”)	X	29p9 (4 7/8”)
1/6 Horizontal.	28p (4 11/16”)	X	14p3 (2 3/8”)
1/12	13p6 (2 1/4”)	X	14p3 (2 3/8”)
1/24	13p6 (2 1/4”)	X	6p9 (1 1/8”)









Website Campaigns

Now in its 21st year online, njskylands.com includes an extensive archive of stories from 26 years of magazine publication, interactive maps, a complete directory and various getaway packages and special offers. The content-rich website attracts thousands of visitors every month seeking information about northwest New Jersey and surrounding areas.

Advertiser reports are available via user log-in or email for all web-only or add-on premium magazine advertisers. Statistics include ad impressions and click-through results for your campaign.

BASIC WEBSITE LISTINGS include a linked description in the appropriate directory and linked locations on maps by topic and by location.

BANNER AD CAMPAIGNS are available in various sizes, and rotate across the website. Campaigns cost between $5 - 10 CPM (cost per thousand impressions) and can yield thousands of impressions each week. You can book for either a specific period of time, or for an allotted number of impressions. Our ad server controls the number of times your banner is seen and makes sure that it is spread evenly across the pages viewed by website visitors. You can also target the kinds of pages where you want your banner to appear: outdoors, events, towns and tours, etc..

For some advertisers these links yield thousands of click-through referrals to their websites. You will receive reports on the progress of your campaign, including statistics on impressions and click-through on your listings and banners. You can change your banners to test special offers, etc., and you can use more than one banner in your rotation.

PROFILE PAGES AND SPONSORED EDITORIAL can be created to promote your business either in “billboard” fashion or as editorial designed as “native advertising” appropriate for our audience.

EXTENDED LISTINGS are included as reader resources in specified directories, on suitable map pages, and with appropriate stories. For instance a bed and breakfast listing would appear in the general accommodations list, on the accommodations map, and on pages that might describe a nearby activity or attraction. **All banner ad programs include extended listings (text ads).**

E-MAIL NEWSLETTER: More than 4,500 website subscribers also receive our **e-mail newsletter**, featuring current events, suggested seasonal activities, and special offers. Sponsorship of these e-mail promotions is another benefit for our advertisers.

Print ads include optional banner and extended listing campaigns. Take advantage of magazine and website promotion at one discounted rate!

Banner Specs

Right hand banners are 234 px wide X 60, 120, 180, and 240 high.

Section banners run on left side of page and are 120 px X 600 px.

Acceptable formats: .gif, animated gif, jpg, .swf

File size should be less than 56KB

Banners production charges are dependent on your requirements.

More information on banner sizes and samples are on http://www.njskylands.com/Promo/advpromo_web.htm

Print and Web Advertising Rates →