



Advertising Packages and Rates

Frequency	1X	2X	3X	Optional web package
Full Page	\$1,895	\$1,795	\$1,695	Banners: HALF PANEL (234 X 240), VERTICAL (120 X 600), NATIVE/TEXT style, email buttons Estimated Impressions: 25,000 per insertion (3 months) Directory listings and map locations. Linked and highlighted event listings, e-mail newsletter promotion
<i>with web package</i>	2,080	1,970	1,875	
Back Cover	2,365	2,245	2,125	
<i>with web package</i>	2,555	2,420	2,300	
Inside Covers	2,080	1,975	1,870	
<i>with web package</i>	2,270	2,150	2,045	
2/3 page	1,440	1,370	1,295	
<i>with web package</i>	1,660	1,570	1,495	
1/2 page	1,215	1,155	1,095	
<i>with web package</i>	1,400	1,325	1,265	
1/3 page	900	855	810	Banners: LARGE (234 X 180) and VERTICAL 120 X 600, NATIVE/TEXT style, email buttons. Impressions: 25,000 per insertion (3 months). Directory listings and map locations Linked and highlighted event listings, e-mail newsletter promotion
<i>with web package</i>	1,090	1,035	990	
1/6 page	495	470	445	
<i>with web package</i>	670	630	605	Banner size: MEDIUM (234 X 120) and VERTICAL 120 X 600. Estimated Impressions: 20,000 per insertion (3 months) Directory listings and map locations Linked and highlighted event listings, e-mail newsletter promotion
1/12 page	270	260	245	
<i>with web package</i>	450	440	395	
1/24 (theme/directory)	145	140	130	Banner size: SMALL (234 X 60) and extended listings Estimated Impressions: 15,000 per insertion (3 months) Directory listings and map locations
<i>with web package</i>	300	295	280	

Bleed on 1/2h, 1/3v, 2/3: \$50 per insertion.
Rates are net and do not include agency commission.

Website-Only Advertising or Add-on Premium Rates

MONTHS OR (IMPRESSIONS)	BANNERS WITH EXTENDED LISTINGS			
	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: \$75			
	E-mail promotion and banners: \$175			

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.

Listings 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.