2014 ADVERTISING OPPORTUNITIES

NEW JERSEY BANKER





Our Members Are Your Best Prospects.

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine
New Jersey Banker

> DIGITAL

Website and Digital Magazine Advertising
Direct Email Marketing

> EVENTS

Sponsorship and Exhibitor Opportunities at **BankHorizons**

Start building stronger business relationships today.

New Jersey Banker, the official magazine of the New Jersey Bankers Association, reaches 15,000 bankers – one of the most widely distributed state banking magazines in the county. The local, in-depth content is read more thoroughly and frequently by executive level bankers throughout New Jersey.

Serving 125 New Jersey banks, exposure in **New Jersey Banker** allows for comprehensive penetration to a variety of decision-makers in almost every bank in the state. Reach valuable clients and prospects through multiple channels - print, online, and local events.

Using a targeted marketing program, you can connect with the leaders of the banking community to increase your market share and grow your business.

New Jersey Banker is delivered to members in both print and digital formats.

NJBankers
New Jersey Bankers Association
Serving the New Jersey Banking Community and its Affiliates Since 1903

The official magazine of the New Jersey Bankers Association

STATISTICS & RESEARCH

The full color glossy magazine is delivered quarterly in both print and digital format.

Distribution: **7,500**
Serving **125** New Jersey banks
9th ranked state in the country in total banking deposits

Consistent marketing through The Warren Group and our association partner will enable you to build brand awareness and name recognition, while helping to establish the path to better relationships with thousands of influential banking professionals.

We offer you targeted marketing programs to reach this valuable audience through print, online, and local events.

TAKING ACTION - MAGAZINES ARE MOTIVATING

More than **60%** of print magazine readers took action as a result of a magazine ad. Digital magazines also drive response, with **91%** taking action after reading a digital issue. Studies show that **43%** of magazine readers make online purchases vs. **21%** of non-readers.

DIGITAL ADS MAKE AN IMPACT

74% of those surveyed recalled seeing ads when reading the enhanced issue.

70% of tablet owners say they want to be able to buy items by clicking on an ad in a digital magazine.

47% took action after reviewing an ad, among respondents who recall at least one ad. Of those... **62%** visited an advertiser website or retail store. **54%** made or considered a purchase.

Source: GFK MRI iPanel, February 2012

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page (bleeds) 8.375 x 10.875	$2,520	$2,800
2/3 Page 4.75 x 9.75	$2,015	$2,240
Half Page 7.512 x 4.75	$1,765	$1,960
1/3 Page 4.75 x 4.75	$1,385	$1,540
Back Cover (bleeds) 8.375 x 10.875	$3,025	N/A
Inside Cover (bleeds) 8.375 x 10.875	$2,900	N/A

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDFs.

2014 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Quarter 1	2/18	2/24	3/28
Quarter 2	5/12	5/19	6/27
Quarter 3	8/12	8/19	9/25
Quarter 4	11/17	11/24	12/31

DIGITAL ADVERTISING

Each issue of **New Jersey Banker** will be delivered two times by e-mail with issue highlights and the digital version surrounded by quality advertising positions. Ask about enhancements to your ad in the digital version, including audio, belly-bands, additional space and more.

Top Banner (728 x 90)	$550
Square (300 x 250)	$500
Bottom Banner (728 x 90)	$350

Digital editions are delivered by a dedicated e-mail that will highlight the top stories and open the high-quality, page turning and mobile ready issue with no additional links or clicks. All URLs and e-mail addresses are live within the digital version.