2015 MARKETING OPPORTUNITIES

# NEW JERSEY BANKER

NJBankers
New Jersey Bankers Association



# Our Members Are Your Best PROSPECTS

## Start building stronger business relationships today.

New Jersey Banker, the official, quarterly magazine of the New Jersey Bankers Association, is one of the most widely distributed state banking magazines in the country, reaching approximately 15,000 bankers at 125 New Jersey banks. Executive level bankers throughout New Jersey rely on the local, in-depth content.

Exposure in New Jersey Banker allows for complete coverage to a variety of decision-makers in almost every bank in the state. This is your direct route to get your message in front of successful C-level financial executives.

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

### MEDIA SOLUTIONS

**> PRINT**

Quarterly Magazine **New Jersey Banker**

**> ONLINE**

Website and Digital Magazine Advertising
Direct Email Marketing

**> EVENTS**

Sponsorship and Exhibitor Opportunities at **BankHorizon**




THE WARREN GROUP Since 1872
Real Estate & Financial Information

To learn more about **New Jersey Banker** or to customize a marketing program unique to your business needs call **800-356-8805 ext. 307** or email advertising@thewarrengroup.com.

The Official Publication of the New Jersey Bankers Association

# Benefits of Trade Publications

**Independent studies have shown that magazine advertising, particularly in niche trade journals, proved superior to TV and online advertisements in driving purchase intent.**




**With 96% penetration through print and Web platforms, in addition to the 80% of business professionals who attend trade events, the power of b-to-b media to reach customers is clear.**

— The Association of Business Information & Media Companies

**Magazines score higher than TV or the internet in "ad receptivity" and other engagement measures, and among digital readers, 73% read or tap on advertisements appearing in electronic magazines.**

— The Association of Magazine Media

## Which of the following actions have you taken after reading your state banking magazine?

| | |
|---|---|
| Visited a Company's Website | 64% |
| Passed the Magazine or Information on to a Colleague or Business Contact | 59% |
| Saved an Ad or Article for Future Reference | 37% |
| Conducted Further Research | 29% |
| Contacted a Company for More Information | 15% |
| Recommended a Product or Service | 14% |
| Purchased a Product or Service | 9% |

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# DIGITAL SOLUTIONS




## DIRECT EMAIL SERVICE

Supplement your advertising campaign with a direct email campaign. We will design and deliver your email campaign to all or selected parts of our banking audience. Utilize our professional creative services department and our exclusive database. Call now for a tailored plan and pricing. Call about our Direct Email Service.

## DIGITAL ADVERTISING

All magazines have an accompanying digital version, which includes live links for URLs and e-mail addresses. Digital versions are sent to readers via interactive e-mails, which also include advertising opportunities for you. You will receive reports detailing how many people opened the e-mail, and how many clicked on your advertisement. **Top & Banner** (728 x 90) $450, **Square** (300 x 250) $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.

## DIGITAL ISSUE BELLY-BAND

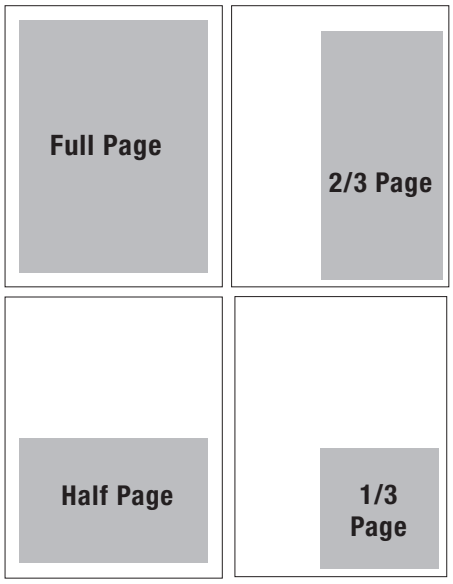
Your message as the front cover of the digital magazine as it is delivered to thousands of computers, tablets and smart phones. Includes a 300 x 250 pixel ad on the e-mail that delivers the digital issue to readers. **8.5" x 5" $755**

## SPONSORED POSTS

Be a part of our headlines as we deliver the digital version of banking magazines to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.

# ADVERTING RATES

## PRINT DIMENSIONS




## ADVERTISING MATERIAL SPECIFICATIONS

- ✓ **File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF
- ✓ **PDF:** 1.3 (transparency flattened), PDF/X-1a:2001
- ✓ **Acceptable Software:** Photoshop, Illustrator & InDesign.
- ✓ **Resolution:** 300 DPI
- ✓ **TAC limit (Total Area Coverage):** SWOP (coated) #5 Sheet TAC = 300%
- ✓ **Color:** CMYK
- ✓ **ICC color profile:** North America Prepress 2
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Fonts:** PostScript or OPEN fonts.
- ✓ **Images & Fonts:** Should be embedded or included.
- ✓ **Proof:** Please include a printed proof.

## SENDING ADVERTISING MATERIALS

Email your ad rep or **advertising@thewarrengroup.com.** Please use the advertiser's name in the subject line of the email.

**SENDING LARGE FILES:** www.wetransfer.com

## ADVERTISING RATES

| AD SIZE | 4 TIME | 1 TIME |
|---|---|---|
| **Full Page** (bleeds) 8.375" w x 10.875" h | $2,520 | $2,800 |
| **2/3 Page** 4.75" w x 9.75" h | $2,015 | $2,240 |
| **Half Page** 7.25" w x 4.75" h | $1,765 | $1,960 |
| **1/3 Page** 4.75" w x 4.75" h | $1,385 | $1,540 |
| **Back Cover** (bleeds) 8.375" w x 10.875" h | $3,025 | N/A |
| **Inside Cover** (bleeds) 8.375" w x 10.875" h | $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.

## 2015 DEADLINES AND ISSUE DATES

| Issues | Space Closes | Material Due | Issue Date |
|---|---|---|---|
| Quarter 1 | 11/17 | 11/24 | 1/2 |
| Quarter 2 | 2/17 | 2/23 | 3/17 |
| Quarter 3 | 5/11 | 5/18 | 6/26 |
| Quarter 4 | 8/11 | 8/18 | 10/7 |
| Quarter 1 (2015) | 11/10 | 11/23 | 1/2 |

## ADVERTORIAL

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting. Stories not only help people to remember a business, but they also are a powerful way to motivate them to take action. **Call 800-356-8805 ext. 307 today for details.**