

## 2015 MARKETING OPPORTUNITIES

NEW JERSEY CHAMBER OF COMMERCE

www.njchamber.com

# ENTERPRISE

a quarterly focus on the people and the issues that drive New Jersey business



# Our Members Are Your Best PROSPECTS

## Start building stronger business relationships today.

Enterprise Magazine is the official magazine of the statewide New Jersey Chamber of Commerce, and it serves 1,800 different organizations and 13,000 readers. The quarterly magazine focuses on the people and the issues that drive New Jersey businesses. The business environment is competitive and it is crucial to maximize your exposure to potential markets and clients. The coverage of the local business environment within Enterprise is the perfect venue for your marketing message.

Showcase your company to the state's business and legislative communities, top executives, members of the New Jersey Legislature and the governor's office, as well as local and national officials. Readers include business owners, executives, managers, board members, local and national legislators, lawmakers and media outlets. They turn to the magazine for information on new laws and regulations, economic facts and trends, where the growth opportunities are, ways to improve their business, what professionals and companies are succeeding and how, and much more.



To learn more about **Enterprise** or to customize a marketing program unique to your business needs call **800-356-8805 ext. 307** or email [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com).

The Official Magazine of the New Jersey Chamber of Commerce

## MEDIA SOLUTIONS

### > PRINT

Quarterly Magazine **Enterprise**

### > ONLINE

Website and Digital Magazine Advertising  
Direct Email Marketing

### > EVENTS

Conferences and Seminars  
Sponsorship Opportunities



# 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

Showcase your company to the state's business and legislative communities, top executives, members of the New Jersey Legislature and the governor's office, as well as local and national officials. Enterprise promotes a vibrant business environment and economic prosperity through vision, expertise and innovative solutions.

## Which of the following actions have you taken after reading Enterprise?

Purchased a product or service .....	5%
Recommended a product or service to my company or a client .....	12%
Passed a story or an ad on to a colleague or client .....	42%
Visited a company's website .....	34%
Contacted a company for more information .....	8%
Filed a story or an advertisement for future reference .....	15%





# 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 audience. Utilize our professional creative services department and our exclusive database. Call now for a tailored plan and pricing.

## DIGITAL ADVERTISING

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. You will receive reports detailing how many people opened the email, and how many clicked on your advertisement.

**Top & Bottom Banner** (728 x 90) \$450, **Square** (300 x 250) \$350

Digital editions are delivered by a dedicated email 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 email 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 smartphones. Includes a 300 x 250 pixel ad on the email 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 Enterprise magazine to our audience. Your story description can bring interested readers right to your website to learn about the latest industry trends and products.

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# ADVERTISING 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](http://www.wetransfer.com)

## ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
<b>Full Page</b> (bleeds) 8.375" w x 10.875" h	\$1,970	\$2,460
<b>2/3 Page</b> 4.75" w x 9.75" h	\$1,575	\$1,970
<b>Half Page</b> 7.25" w x 4.75" h	\$1,280	\$1,600
<b>1/3 Page</b> 4.75" w x 4.75" h	\$985	\$1,230
<b>Back Cover</b> (bleeds) 8.375" w x 10.875" h	\$2,275	N/A
<b>Inside Cover</b> (bleeds) 8.375" w x 10.875" h	\$2,085	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	2/11	2/18	3/19
Quarter 2	4/10	4/17	5/22
Quarter 3	7/17	7/24	8/26
Quarter 4	10/23	10/30	12/4

## 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.**