

NJ Tech Council 2018 Media Kit



THE FUTURE STARTS HERE

The New Jersey Tech Council provides business development, education, networking and recognition opportunities as well as advocacy for the state and region's technology businesses.

NJ Tech Council member companies represent these industry sectors:

- Information Technology / Software
- Telecommunications / Media
- Electronics / Advanced Manufacturing / Supply Chain
- Environmental / Energy
- Life Sciences & Healthcare Technology
- Professional Advisors / Providers
- Education, Government & Non-Profit Organizations

TechNews

TechNews will be published quarterly in 2018 in partnership with *NJBiz* and covers the business behind Information Technology, Life Sciences, Electronics and Advanced Manufacturing, Energy, Environment and Engineering, Communications and Media.

2018 NJ Tech Council Print Publications Editorial Calendar

| MONTH | LEAD EDITORIAL | EDITORIAL DEADLINE | ADVERTISING DEADLINE |
|-----------|---------------------------------|--------------------|----------------------|
| March | Entrepreneurship/HealthTech/IoT | Feb 5 | Feb 21 |
| June | FinTech/Education | May 7 | May 21 |
| September | Leadership/Innovation/Security | July 27 | Aug 6 |
| November | Awards/Data/Commercialization | Sept 7 | Oct 1 |

Complete advertising materials are due 2 days after advertising space deadline. Above schedule is subject to change.

NJ Tech Council 96
Albany St New
Brunswick, NJ 08901
(732) 456-5700
njtechcouncil.org

EDITORIAL
TechNews
Ana Mazumdar, Editor
ana@njtc.org

ADVERTISING
Ana Mazumdar
ana@njtc.org

Member News and
Press Releases:
news@njtc.org

MEMBERSHIP
Victor Filion
Director, Membership
Services
vfilion@njtc.org
(732) 456-5700 x 236



Marketing Solutions

PACKAGES

Level 1: \$8,000

- Full page color ad in 4 issues of TechNews
- Banner ad on Member News Webpage
- Content placements in TechNews and Member News

Level 2: \$6,000

- 3 full page color ads in TechNews
- Banner ad on Member News Webpage
- Content placements in TechNews and Member News

Multimedia packages are for NJ Tech Council members only, including print and digital advertising, and content marketing.

Frequency Rates

- TechNews
- Member Print Advertising Rates
FUTURE MEMBERS: 20% SURCHARGE
- All ads are full color and also run in online edition

Size Ad (Per Insertion)

| | 1 time | 2 or more |
|--------------------|---------|-----------|
| Full Page | \$2,500 | \$2,000 |
| Junior Page | \$1,200 | \$1,000 |
| Third Page | \$700 | \$600 |

NJ TECH COUNCIL MEMBER NEWS

Daily Updates About the Region's
Most Tech Savvy Companies

Member Benefit

Send your content to news@njtc.org – press releases and thought leadership articles for publishing under the banner of "NJ Tech Council Member News"

Advertising Options

Banner Ads – displayed on the home page sidebar.

- 3 months - \$400
- 6 months - \$700
- 12 months - \$1,200

Member News –
2500 Average Monthly Visitors



Distribution Facts

Starting in 2017, the Tech Council is partnering with *NJBiz* in order to maximize the TechNews' visibility and readership. Along with the Tech Council's audience, the TechNews will reach an additional 15,300 readers.

NJBIZ AUDIENCE

90% of *NJBIZ* readers are senior executives and top management.



96% of their readers pass-along readership is to management personnel.



Average Circulation **19,800** Readers per Copy **3.75**

TOTAL AUDIENCE 74,250



NJ Tech Council Publication Specifications & Sizes

MECHANICAL REQUIREMENTS

We accept high resolution (300 ppi) CMYK or grayscale .eps, .jpg or .tif files only.

Please follow the guides below in preparing your files.

- All files will be flightchecked upon arrival. There is no charge for this service.
- Since you are providing artwork, we are only responsible for the accurate output of the digital ad as submitted.

Graphics placed in the ad must be:

- CMYK or grayscale.
- Do NOT use RGB or Pantone colors.
- .eps, .jpg or .tif files. Do NOT use .gifs.
- Images should be 300 ppi at actual print size.
- Do not scale your rasterized graphics since this changes the ppi.

Fonts if you are providing an eps:

- Embed ALL fonts. If fonts are not embedded, then default substitution may occur.
- Converting text to outlines is best practice.
- Do NOT faux bold or italic your fonts.

Mail or email artwork to: Ana Mazumdar, Publication Sales NJ
 Tech Council
 96 Albany St
 New Brunswick, NJ 08901
 (732) 456-5700
 ana@njtc.org

MEASUREMENTS (width x height)

Print

| | |
|--|---|
| Final Trim | 8.875" x 11.25" |
| Full Page Ad with bleed safe image area bleed trim | 9.375" x 11.75" 8.375" x 10.75" 8.875" x 11.25" |
| Full Page Ad no bleed | 7.8125" x 10.125" |
| Junior Page Ad Horizontal Vertical | 7.8125" x 6" 5.125" x 10.125" |
| Third Page Ad Horizontal Vertical | 7.8125" x 3" 2.4375" x 10.125" |
| Sixth Page Ad | 3.86" x 3" |

Digital

Web Banner: Member News 260 x 125 pixels

Ad size is critical – please follow listed sizes. Freeform ads are accepted, but may be ruled from editorial at publisher’s discretion.

PUBLICATION AD SIZES

