



New Jersey Libraries Online Newsletter Ad Rates

New Format! New Opportunities! More Exposure!

Featuring three hotlinks to your website, more ad sizes, and full color.

2011 Editorial Themes

Spring 2011 – Cultivating Political Relationships

Summer 2011 – Recruiting and Serving Diverse Populations

Fall 2011 – New President’s Theme (determined after election)

Winter 2011- 2012 – To be determined

Circulation

The NJLA Libraries NEWSletter is now published online and in full color. It still comes out quarterly and is seen by **over 1,800 NJLA members**, both in their email boxes and at **www.njla.org**. Placing an ad gives your business the unique opportunity to reach out to library professionals and decision-makers across the state of New Jersey.

Advertising Opportunities and Specifications

Every ad gets triple exposure: 1) The ad itself in the newsletter is hotlinked; 2) It’s in the Ad Index on pg. 12 and hotlinked; 3) It’s listed in the member email blast and hotlinked.

Business Card Ad

Size: 3.5" x 2", full color, hotlinks to your website

Format: high-resolution .jpg emailed to: newsletter_advertising@njla.org

Cost: \$250; 1-Year Discount: \$900 (pay full \$900 to get consecutive 4-time placement)

Double Business Card Ad

Size: 3.5" x 4", full color, hotlinks to your website

Format: high-resolution .jpg emailed to: newsletter_advertising@njla.org

Cost: \$425; 1-Yr. Discount: \$1,500 (pay full \$1,500 to get consecutive 4-time placement)

Full Page Ad

Size: 8.5" x 11", full color, hotlinks to your website

Format: high-resolution .jpg emailed to: newsletter_advertising@njla.org

Cost: \$1,295; 1-Yr. Discount: \$4,500 (pay full \$4,500 to get consecutive 4-time placement)

To Advertise or Get More Information

Call or email the advertising manager, June Zeringue, at:

phone: 908-770-1225 newsletter_advertising@njla.org

Contract Payment

Make Checks Payable to NJLA and Mail Contract to:

NJLA, Susan Rice, PO Box 1534, Trenton, NJ 08607

Please Note: All payments are due upon receipt of contract.