

NJLA



New Jersey Library Association
The voice of New Jersey libraries and librarians

New Jersey Libraries Newsletter

Print Ad Rates and Specs featuring Online Hotlink to Your Website

Deadline for Sept. '08 is August 25!

Editorial Opportunities:

Sept. 2008 – Preservation

Dec. 2008 – Marketing Libraries through the Web

March 2009 – Connecting to the World

Circulation:

The NJLA Libraries Newsletter is sent out quarterly via First Class mail to over 1700 NJLA members with even more viewers on our online version at www.njla.org.

An ad or listing gives your business the unique opportunity to reach out to library professionals and decision makers across the state of New Jersey. The newsletter is separate from the conference program and has a different advertising focus and rates.

Advertising Opportunities and Specifications:

Full Page Insert:

Size (8.5" x 11"), one sided, inserted into center of newsletter, one color-black ink emailed or provide layout on disc at 300 dpi (minimum) resolution.

Formats include: .tif, .eps, or high resolution .pdf emailed to: newsletter_advertising@njla.org

Cost: \$1295

Business Card Ad:

Size (3.5" x 2") emailed or provided on disc at 300 dpi (minimum) resolution. **Now, you also get a hotlink to your website from your ad on the downloadable version of the newsletter at www.njla.org!**

Formats include: .tif, .eps, or high resolution .pdf emailed to: newsletter_advertising@njla.org

Cost: \$250 1 Year Discount: \$900 (pay in advance to confirm 1 year ad commitment)

Listing:

Company name, contact person, phone and website

Cost: \$100

To Advertise or for More Information:

Call or email production manager, Anita O'Malley, at:

newsletter_advertising@njla.org phone: 908-596-1188 fax: 732-625-9125

Payment:

Checks should be made payable to: NJLA

Mail Checks with Contract to: PO Box 1534, Trenton, NJ 08607