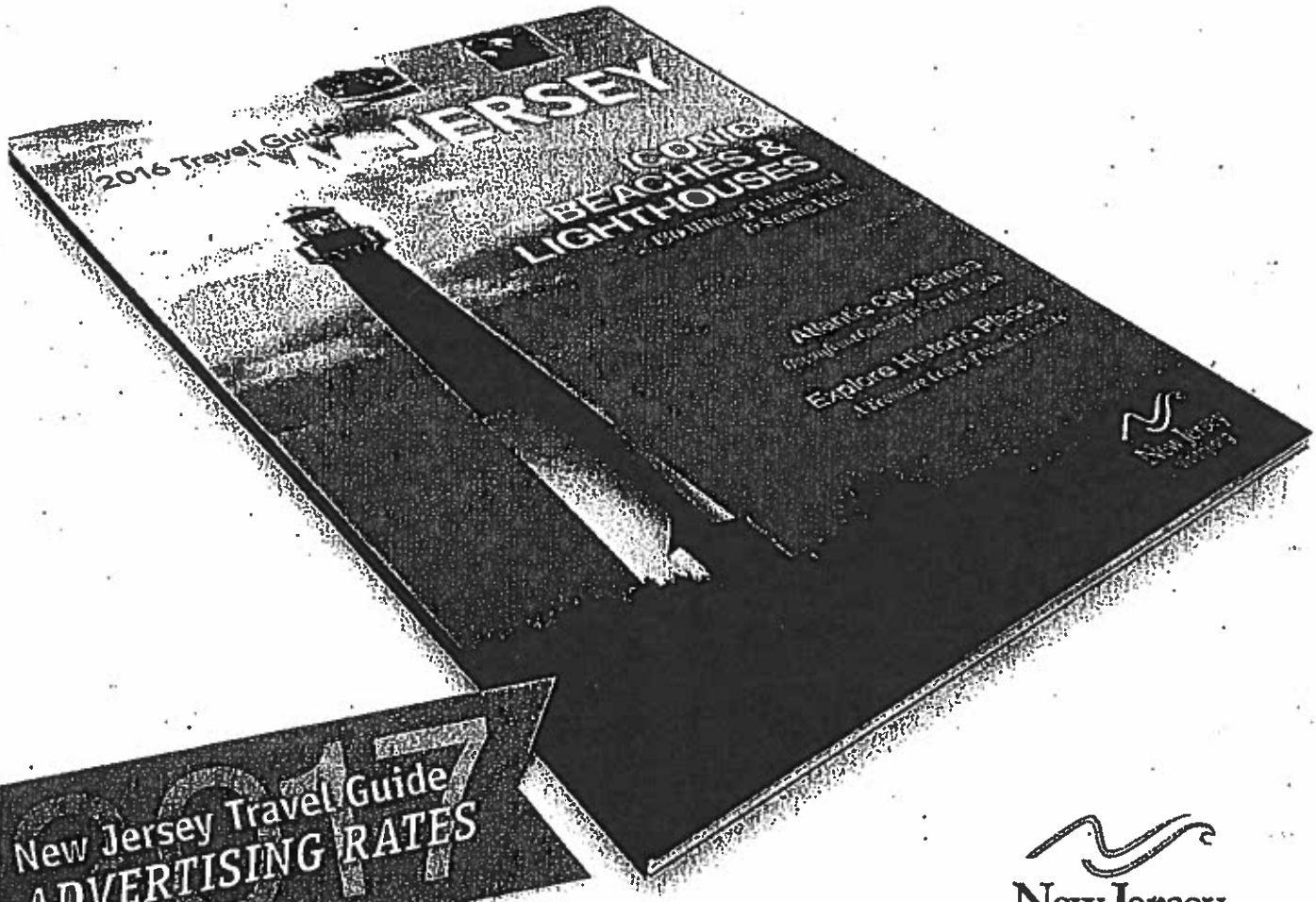
Attachment 'A'
New Jersey Travel Guide
Advertising Rates - 2017

A **Powerful** Resource To Help Your Advertising Dollars Travel Farther



New Jersey Travel Guide
ADVERTISING RATES 2017

New Jersey

430,000 Guides distributed each year!

TARGETED DISTRIBUTION = A Great Return on your marketing investment.

OUT-OF-MARKET
The New Jersey Travel Guide is sent in response to phone and Internet inquiries directly to highly qualified travelers who are actively planning their New Jersey vacation. The Guide is also distributed at Visitor Centers and AAA offices throughout the region!

IN-MARKET
The Travel Guide is distributed at NJ Welcome Centers throughout the state — giving visitors engaging, up-to-date and actionable information that highlights the rich variety of opportunities available throughout New Jersey.

ONLINE
A digital edition of the 2017 NJ Travel Guide will be available on the state's web site — **www.visitnj.org.** Every advertiser receives a FREE live link from their ad to their website!

Reserve your advertising space today! Contact your **account representative**
Susan Dumont / 443-909-7829 / susan.dumont@todaymediacustom.com

PUBLICATION DATE
December 2016

NET RATES [4-COLOR]		
SIZE	**COST**	**DIMENSION**
Full Page*	$15,600	7" x 9-1/2" (live area) 8" x 10-1/2" (trim) 8-1/4"x 10-3/4" (bleed)
2/3 Vertical	$11,500	4-5/8" x 9-1/2"
1/2 Horizontal	$ 9,100	7" x 4-5/8"
1/2 Vertical	$ 9,100	4-5/8" x 7"
1/3 Square	$ 6,500	4-5/8" x 4-5/8"
1/3 Vertical	$ 6,500	2-1/4" x 9-1/2"
1/4 Vertical	$ 4,900	3-3/8" x 4-5/8"
1/6 Horizontal	$ 3,600	4-5/8"x 2-3/16"
1/6 Vertical	$ 3,600	2-1/4" x 4-5/8"
1/12 Square	$ 2,050	2-1/4" x 2-3/16"
PREMIUM POSITIONS		
Back Cover*	$18,700	7-3/4" x 10-1/2" (trim)
Inside Front Cover *	$17,000	8" x 10-1/2" (trim)
Inside Back Cover (map-fold)*	$16,200	7-3/8" x 10-1/2" (trim)
Opposite fold-out map*	$17,000	8" x 10-1/2" (trim)
Full page premium and guaranteed positions*	$16,200	8" x 10-1/2" (trim)

Advertising Deadlines
Space Reservation: ..... Friday, September 30, 2016
Camera-Ready Materials: ..... Friday, October 14, 2016

Advertising Requirements

High Resolution PDF – Preferred Format: Use Adobe PDF preset PDF/X1a or Press Quality. Please make sure PDF files are Acrobat 5 compatible, 300 DPI, CMYK or gray scale and that fonts are embedded.

Applications: Adobe Acrobat, InDesign, Illustrator and Photoshop.

Graphics: Must be CMYK or gray scale, no RGB, Spot or Pantone colors. Images must be 300 DPI. Flattened TIFF files preferred. When sending EPS files, please turn text to outlines or send fonts.

Proofs: All ads should be accompanied by a hard copy proof. Laser or ink jet proofs are acceptable for content only. Rainbow, iris or equivalent color proof required for accurate color reproduction.

Media: Ads can be sent by email to chris.milton@todaymediacustom.com. When sending your ad, please include name of publication in the subject line and contact information.

Unacceptable Applications: Quark XPress, Adobe PageMaker, Microsoft Publisher, Corel Draw, Microsoft Word, Excel and Powerpoint cannot be accepted as camera-ready formats.

***TRIM SPECIFICATIONS: All of the copy must be clear of the trim by a minimum of .25".**