

Advertising
MEDIA KIT



Place your message

in the hands of local governments.

“We currently utilize a vendor based on an ad that we found in *NJ Municipalities* magazine, & have done so for over 5 years. Once we saw their ad & discovered the potential for estimated savings at our municipal buildings, we contacted them immediately to learn more.”

Andrew J. Casais, Business Administrator/Clerk,
Roselle Park



Towns spend over
**\$23
BILLION
ANNUALLY**

Tavistock Borough
Pop. 5



Size range
smallest to largest



Newark City Pop. 277,140

New Jersey Spending Trends*

**\$2.1
BILLION**
on insurance

**\$1.7
BILLION**
on public works
(includes solid waste,
vehicles, sewers & roads)

**\$1.8
BILLION**
on health benefits

**\$3.6
BILLION**
on public safety

**\$1.3
BILLION**
on parks &
recreation

**\$8.8
BILLION**
personnel

28,754 MILES
of local roads



**74% of roads in NJ are
MAINTAINED BY
MUNICIPAL GOVERNMENT**

@ www.njlm.org/advertise



NJLM

New Jersey State League
of Municipalities

Serving Municipal Government in New Jersey Since 1915

*The above numbers are approximations that were calculated using submitted 2018 & 2019 User Friendly Budgets, data is based on approximately 551 municipalities, and NJ DOT's published "Public Road Mileage by Jurisdiction".

Extend your reach with Email Ads

A recent addition to NJLM's marketing lineup, email ads provide a multi-marketing platform to compliment print ads in the magazine. Ads appear in emails that are sent the same month that a print ad appears in the magazine. Emails are sent to over 3,300 recipients. A one-time investment covers the entire display advertising contract. Reference the enclosed sheet titled "Deadlines, Rates & Options" for details and pricing.

Doing Business with Municipalities: What Vendors Need to Know

When municipalities are familiar with a vendor, they are more likely to call when collecting quotes for projects under the bid threshold, or to send notices your way when issuing an RFP or going out to bid. For more information on the local government purchasing process, visit www.njlm.org/overview_purchasing.

Who is NJLM?

The New Jersey State League of Municipalities (NJLM) is a professional association of municipalities. NJLM represents all 565 municipalities in front of the State legislature and the media. NJLM provides its local government membership with a wide array of resources to help them increase efficiency.

21 Affiliate Associations

The League maintains formal affiliations with professional groups representing various municipal occupations and groups throughout the State. These associations are part of a team in considering legislation and public issues that affect municipalities. This affiliation carries great weight in the perceptions of legislators, public officials at all levels, and the public in general. The affiliation between NJLM and the Affiliated Municipal Associations is found on representing the interest of municipalities that comprise the membership of NJLM. For a listing of affiliated associations visit www.njlm.org/affiliates.

Think Outside the Box! High Visibility Innovative Options Available

Reserve an ad on the magazine's front cover - this includes a 4x4 triangle in the bottom right corner & a full page corresponding ad inside.

What Magazine Readers Are Saying

"We successfully purchased recycling barrels from a vendor that we found in the League's magazine. Because the contract fell below the bid threshold, we were able to contact them directly for a quote. Our experience with the vendor was excellent, timely and convenient. Frequently our municipality receives cold sales calls, usually at inopportune times. It was far simpler to look at an issue of NJ Municipalities & find a potential supplier when we needed one."

Bob Shannon, Municipal Administrator, Wyckoff

"Reading NJ Municipalities provides me with inspiration for tackling problems in Old Bridge Township. It is a quality publication filled with relevant topics for understanding local government and how we can make improvements in our towns!"

Edina Brown, Councilwoman, Old Bridge

nj municipalities

Official Publication of the New Jersey State League of Municipalities

Display • Business Directory • Online • Email



Award winning
for quality of content
and design

About the Magazine

NJ Municipalities serves as a forum for the exchange of ideas and information on local government affairs. It is the official publication of the New Jersey State League of Municipalities (NJLM), a statewide organization representing 100% of New Jersey's municipalities in front of the State Legislature. Currently 564 municipalities are dues paying members of NJLM. Readership includes elected officials and municipal professionals throughout all areas of local government.

The magazine is published nine months annually; *NJ Municipalities* is not published during the months of July, August or September.

Quick Facts

92% of subscribers are currently involved in local government. The magazine also has a significant pass-along readership.

70% of readers have subscribed for 10 years or longer.

100 years: *NJ Municipalities* celebrated its 100th year of publishing in 2017, and the magazine continues to be a trustworthy source of information.

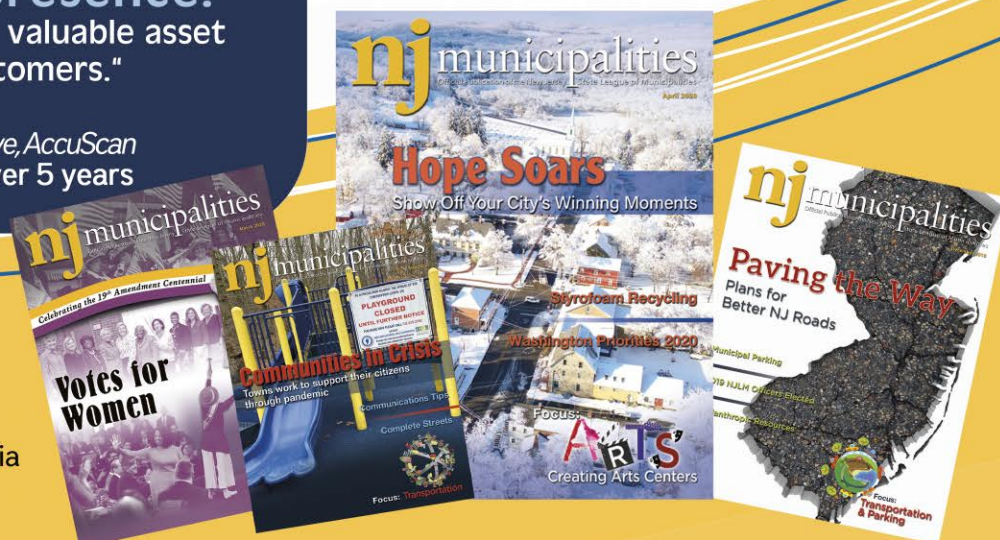
6,355 people read the magazine each month. Issues are available in both print and digital formats.

96% of municipalities currently subscribe throughout all 21 counties.

“We believe advertising keeps us in front of our target audience. In every edition they see our name and image. We track all leads and over 91% of all our municipal work is directly tied to our advertising presence. We will continue to use this valuable asset in serving our NJ customers.”

Arthur Staerk, Account Executive, AccuScan
Magazine Advertiser for over 5 years

@ www.njlm.org/advertise



Contact Us

Taran B. Samhammer,
Senior Manager, Marketing & Digital Media
tsamhammer@njlm.org
609-695-3481 extension 124

Print Ad Requirements

Acceptable formats include: High-resolution PDF, Illustrator and Photoshop files. Include high resolution images: including photos, maps, logos and backgrounds. Images should be a minimum of 300 DPI. Embed all fonts and set color ads to CMYK.

Reservation & Copy Deadlines

2020

October: August 27
November: September 24
December: October 22

2021

January: December 1
February: December 29
March: February 1
April: March 1
May: April 1
June: May 3
October: August 27
November: September 24
December: October 22

2022

January: December 1
February: December 29
March: February 1
April: March 1
May: April 1
June: May 2

 **View an Editorial Calendar**
www.njlm.org/editorialcalendar

“Advertising in NJ Municipalities provides PNC Bank the opportunity to support our municipal partners & to showcase our brand. The magazine is an informative publication that keeps us in touch with the issues facing municipal government. We look forward to a mutually beneficial partnership with NJ Municipalities for many years to come.

*Frank Fuzo, Senior Vice President, PNC Government Banking
Magazine Advertiser for over 12 years*

Email Advertising

Advertisers may opt to include an advertisement in League emails. This program is outlined as follows:

- Ad appears in 4 emails per month.
- Ads are included in emails sent the same months that the print ad appears in the magazine.
- Emails are sent to the League's General Opt-In List and Municipal Clerks list: 3,300+ recipients.
- Ads can be an image or text:
 - ♦ Image Specifications: 1180px W x 200px H; JPEG or PNG; static; and an active designated link.
 - ♦ Text only ads: 400 maximum character description; contact name and title; phone number; email; and an active designated link.

A minimum print ad reservation is required. To reserve, a display ad contract must include a minimum of three insertion months, each containing a 1/2 page ad or larger size.

A one-time investment covers the entire display advertising contract reserved: \$500

(Please note: the League is unable to track click-throughs; advertisers wishing to capture this data will need to track on their end.)



Bonus distribution: June issue at Mini-Conference, November issue at NJLM Annual Conference.

Magazine Advertising Rates

RATE CARD NO. 24 - Effective July 1, 2019. Rates listed are gross rates per insertion.

Color Rates

Space	1 time	3 times	6 times	9 times
Full page	\$1,337	\$1,271	\$1,177	\$1,115
2/3 page	1,271	1,204	1,111	1,048
1/2 page	1,059	992	899	836
1/3 page	869	801	706	642
1/4 page	638	569	474	410
2 full pages spread	2,036	1,936	1,792	1,698
2nd or 3rd				
Cover	1,435	1,368	1,276	1,204
4th Cover	1,466	1,399	1,304	1,229
Front cover	(4"x4" triangle on front cover & full page inside) Contact for pricing.			

Black and White Rates

Space	1 time	3 times	6 times	9 times
Full page	\$749	\$679	\$577	\$512
2/3 page	679	609	507	442
1/2 page	590	519	421	354
1/3 page	509	437	338	271
1/4 page	427	355	257	190

Business Directory Advertising

Space	9 times
3.5"x2"	(Annual Contract, No Commission, Paid in Advance) \$610

Want to guarantee that your ad runs within the first 11 pages?

Reserve **preferred placement** (add 11% to rate; subject to availability). 11 is also the number of pages that readers may view online without a subscription.

Other Innovative Options Available: Contact for cover wrap or insert rates.

Size Requirements

Trim Size: 8.5"W x 11" H • **Live Area:** 7.5"W x 10"H

	Width	x	Height
Full page			
with bleed	8.75"	x	11.25"
without bleed	7.5"	x	10"
2/3 page			
horizontal	7.5"	x	6.75"
vertical	4.875"	x	9.5"
1/2 page			
horizontal	7.5"	x	4.5"
vertical	4.5"	x	7.5"
1/3 page			
horizontal	7.5"	x	2.25"
square	4.875"	x	4.875"
1/4 page			
horizontal	4.875"	x	3.5"
vertical	2.25"	x	6.125"
2 page spread			
with bleed	17.25"	x	11.25"
without bleed	16"	x	10"
Business Directory			
	3.5"	x	2"

NJLM Website Advertising

NJLM also offers advertising on its website, a critical resource for local government officials and employees who rely on NJLM daily for information. Visit www.njlm.org/advertiseonline.



www.njlm.org/magazine

	NJ Focus	Editorial & Sales Special Sections	Ad Close	Edit Close
October	Cyber Security & Distance Working	Conference Special Section; Conference Ads	Aug. 27	Aug. 10
November	Local Government Staffing	Conference Session Preview; Booth # & Sponsor Ads	Sept. 24	Sept. 15
December	Public Health	Hot Session Spotlight	Oct. 22	Oct. 19
January	Leadership	Conference Connection: Event Report	Dec. 1	Nov. 23
February	Public Works	2020 Legislative Guide	Dec. 29	Dec. 15
March	COVID-19 Lessons Learned	Conference Connections	Feb. 1	Jan. 18
April	Municipal Budgets	Show Off Your City	Mar. 1	Feb. 15
May	Infrastructure	Conference Connections	Apr. 1	Mar. 15
June	Rebirth of NJ Tourism	2020 Exhibitor Listing	May. 3	Apr. 13

In Every Issue: ■ 222 West State Street ■ NJ Now ■ Now & Then ■ Gold Dome ■ Finance Center

Columns:

- **Member Op Ed:** Insights from our readers about municipal government hot topics.
- **Washington Watch:** NJ's federal legislators state what's going on in our nation's capital.
- **Legislative Update:** Our legislative team keeps readers up to date with the latest from the Statehouse.
- **Legal:** Our legal team shares what's going through state courts and how it may impact municipalities.
- **Labor Relations:** Reports on how legislation and other issues are influencing public employment policies.
- **From the Desk Of:** Insights and information from League Affiliate organizations.

Submit an article:

Mike Cerra, mcerra@njlm.org

Amy Spiezio, aspiezio@njlm.org

Advertise:

Taran B. Samhammer, tsamhammer@njlm.org

Subscribe:

Tom Fratticcioli, tfratticcioli@njlm.org

Contract for Advertising



Complete all information on the following page, sign and return to:

New Jersey State League of Municipalities, 222 West State Street, Trenton, NJ 08608
ATTN: Taran B. Samhammer, Senior Manager, Marketing & Digital Media, tsamhammer@njlm.org
Phone: 609-695-3481 extension 124 Fax: 609-695-5156

The following terms and conditions are deemed to be a part of and incorporated in this agreement between the New Jersey State League of Municipalities (NJLM) and the advertiser and/or advertising agency. By signing this agreement you agree to our contract terms and conditions; including our stipulation below regarding the scheduling of events in Atlantic City during NJLM's Annual Conference.

COPY: Copy shall be furnished prior to all published deadlines, and if no new copy is forthcoming, the ad department may reprint the last ad published. We understand that the Editor and/or the Advertising Manager have the right to approve any copy submitted for publication and, in the event that it is detrimental to NJLM membership or is misleading, the ad will be refused. NJLM also reserves the right to reject advertising from advertisers of questionable credit or trade standing. Advertising which simulates editorial content will be plainly marked "Paid Advertisement". We will not be held responsible for any ad copies emailed to our office and not received due to an email or address error; please call to verify that all copies have been received before the copy closing date. When a new copy is received after a published deadline, placement in that particular month's issue is not guaranteed, and due to time constraints in such situations we cannot guarantee perfect print reproduction. Proofing copies will not be sent unless requested. With the exception of a paid cover position, we cannot guarantee placement on a particular magazine page or within a particular section. All author's corrections on advertising copy shall be billed as an additional charge to the advertiser or their agency. Cost of return or forwarding by mail or parcel post of copy, proofs or art work supplied will be re-billed to the advertiser or their agency, and will only be done upon request.

PAYMENTS: All payments are due no later than 30 days after the date of invoice. Should NJLM encounter collection problems with your company or client, we reserve the right to reexamine or terminate your contract immediately. In such circumstances, you will receive due warning from us that your account must be paid in full before any action is taken. If and when a contract is downsized or terminated, you will receive written notice from our Advertising Department. If you have several invoices in arrears, any future payments will be applied to the oldest outstanding invoice first. One tearsheet and invoice will be sent to an advertiser's billing contact only (as indicated on their current contract). Contracts may be cancelled at the short rate any time prior to the closing date of a scheduled insertion; however advertisers will be required to pay the difference in rate for all insertions already published. No cancellation will be accepted after the closing date.

EMAIL ADVERTISING: Fee will be included in first invoice, is non-refundable and is not subject to short rate or rebate for early cancellation. Should a League email sent to the listserv(s) contain an editorial conflict with the content of an ad, and as a result

NJLM is not able to schedule four ads in one calendar month, an ad may be scheduled to run during the course of the following calendar month.

RATES: If, as, and when new rates are announced, current advertisers will be protected at their contracted rates for the period of their contract. Advertisers will be short rated if within a 12-month period from the date of their first insertion they have had less than the number of insertions upon which their billings have been based. Advertisers will be rebated if within the 12-month period from the date of their first insertion they have ran a sufficient number of insertions to warrant a lower rate per insertion. Rate Card #23 is effective July 1, 2018.

COMMISSIONS & CASH DISCOUNTS: An agency commission of 15% gross billing is allowed to recognized advertising agencies on space, color and position, provided account is paid within 30 days of the invoice date by check. Business Directory ads and in-house agencies are not subject to receive the agency commission. A prepayment discount of 2% gross billing on space, color and position is allowed for payment received within 10 days of the invoice date by check. Business Directory ads are not subject to receive the prepayment discount. The aforementioned commission and prepayment discount are not permitted on all other charges, such as special handling, production and mechanical charges. **Invoices which remain open after 30 days of the invoice date will be considered past due.**

CHECKING COPY: Each advertiser will receive a complimentary checking copy of the magazine for the issue that their advertisement is placed. Advertisers with three or more insertions on one contract will receive a one-year complimentary subscription (otherwise referred to as the checking copy mentioned in the previous sentence, not in addition to) to *New Jersey Municipalities*, and one complimentary copy of our *Municipal Directory* in March.

The New Jersey State League of Municipalities reserves the right to waive any provision of this contract. The waiver of any particular provision shall not constitute a waiver of any other provision or of the whole contract. Requests for waivers shall be considered and the granting of any requested waiver shall not constitute a waiver of any other identical or similar provision in this or any other contract.

It is also agreed that the advertiser and/or client will not schedule any breakfasts, brunches, luncheons, cocktail receptions or business functions between the hours of 8:30am and 5:00pm during NJLM's Annual Conference, held in Atlantic City each November, so as not to compete with regularly scheduled workshops and educational meetings planned by NJLM.

You are hereby authorized to insert the following series of advertisements in New Jersey Municipalities:

Ad Instructions - Check all that apply.

AD SIZE

- ☐ full pg
- ☐ 2/3 pg
- ☐ 1/2 pg
- ☐ 1/3 pg
- ☐ 1/4 pg
- ☐ Business Directory
(annual contract: 9 insertions;
 paid in advance)

COLOR INSTRUCTIONS

- ☐ Black & White
- ☐ 4-color (CMYK)

COVER REQUEST

(subject to availability)

- ☐ front
- ☐ 2nd
- ☐ 3rd
- ☐ 4th

PREFERRED PLACEMENT

(add % to gross rate; subject to availability)

- ☐ Yes

EMAIL ADD-ON

(add \$; subject to availability)

- ☐ Yes

INSERTION MONTHS

(please indicate year)

- ☐ January _____
- ☐ February _____
- ☐ March _____
- ☐ April _____
- ☐ May _____
- ☐ June _____
- ☐ October _____
- ☐ November _____
- ☐ December _____

SPECIAL INSTRUCTIONS:

Contact Information

ADVERTISER NAME: _____

AGENCY NAME (if none please leave blank)

PRIMARY CONTACT NAME & TITLE

STREET ADDRESS

CITY, STATE, ZIP

PHONE

E-MAIL

AUTHORIZATION - SIGNATURE: _____ **DATE:** _____

UNSIGNED CONTRACTS WILL BE RETURNED

BILLING CONTACT (if different than above):

BILLING CONTACT & TITLE

STREET ADDRESS

CITY, STATE, ZIP

PHONE

E-MAIL

NJLM's website is a critical resource for local government officials & employees who rely on NJLM daily for information, including job listings & news. The site also contains a vast amount of information for research and education.



Metrics

- Over 2.3 million pageviews each year
- On average, 55,528 page visits per month
- Average site visit lasts 3.5 minutes
- 31.5% of users enter the site directly via the Homepage
- 40.3% of users enter the site directly via the Classified page
- 70% of site visitors visit the Classified page after entering on the Homepage

 njlm.org/advertiseonline
Visit to view ad size and placement samples.

Rotating Skyscraper

	Copy Requirements	Duration	Investment
▪ Ad appears on every page of the website	▪ 235W x 460H pixels	▪ Option 1: 90 days	▪ Option 1: \$800
▪ Rotation is random (each time a page loads)	▪ JPEG or PNG; static only	▪ Option 2: 180 days	▪ Option 2: \$1,400
▪ Limited availability to offer ads greater exposure			

High Profile

	Copy Requirements	Duration	Investment
High visibility for maximum impact. Include an ad on one of the two most-viewed pages on the website. Limited to one ad on each available page space (does not rotate).	▪ 1180W x 200H pixels	▪ 30 days	▪ High profile: \$1,800
	▪ JPEG or PNG; static only		▪ Upgrade to Premium: \$2,000

Placement Option (choose 1):

- Homepage
- Classified page

Upgrade to Premium Status

Add-on option to the high profile ad: Includes an additional ad on the rotating skyscraper, which appears on the homepage & all interior pages, for the same 30 day period. (Please note: The rotating skyscraper is not limited to 1 ad.) For copy size reference the "Rotating Skyscraper" above.

Increase visitor traffic to your website by placing YOUR link on the League's website.



Award for Recent Website Redesign

Contact US

Taran B. Samhammer, extension 124
Marketing & Digital Media Manager
tsamhammer@njlm.org
Phone 609-695-3481

Contact for current availability.

“A huge part of our success has been the benefit and exposure we have received from advertising on the New Jersey State League of Municipalities website. The ease of use for customers to access our website as well as the prominent display of advertisement have been a driving force behind our success”

Sean P. Canning & Frank Bastone, The Canning Group LLC,
Website Advertiser



www.njlm.org