



## New Jersey Libraries Online Newsletter Ad Rates

*Marketing opportunities in the library community - now with more exposure!*

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### 2016-17 Editorial Themes

**Fall 2016 *Beyond the Box*** (Presidential theme)

Ad sales close **July 29** / Materials due **August 31** / Member access **September 6**

**Winter 2016-17 *Building Blocks*** (Construction, facilities, design)

Ad sales close **October 28** | Materials due **November 21** | Member access **December 1**

**Spring 2017 *Narrowing the Margins*** (Inclusion, access for marginalized populations)

Ad sales close **January 27** | Materials due **February 20** | Member access **March 2**

**Summer 2017 *The Information Situation*** (Reference today, information resources)

Ad sales close **April 28** | Materials due **May 22** | Member access **June 1**

### Circulation

The NJLA Libraries NEWSletter is published online and in full color. It still comes out quarterly and is seen by over 1,200 NJLA members, both in their email boxes and at [www.njla.org](http://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 page 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](mailto:newsletter_advertising@njla.org)

**Cost:** \$250; 1-Year Discount: \$900 (a savings of \$100)

#### 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](mailto:newsletter_advertising@njla.org)

**Cost:** \$425; 1-yr. Discount: \$1,500 (a savings of \$200)

#### Full Page Ad

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

**Format:** high-resolution .jpg emailed to: [newsletter\\_advertising@njla.org](mailto:newsletter_advertising@njla.org)

**Cost:** \$1,295; 1 Yr. Discount: \$4,500 (a savings of \$680)

### To Advertise or Get More Information

Visit [www.njla.org/content/advertising-njla](http://www.njla.org/content/advertising-njla)