

NEW JERSEY auto retailer

Advertisement Opportunity!

Business-to-Business Marketing That Moves Products and Services

Now, more than ever before, our profession needs current, applicable information pertaining to the automotive industry to remain prosperous and competitive.

New Jersey Auto Retailer is the premier, award-winning trade journal for New Jersey's auto industry. Readership includes franchised new car and truck dealers, F&I professionals, GMs and other automotive business professionals.

As the official publication for NJ CAR (New Jersey Coalition of Automotive Retailers, Inc.), ***New Jersey Auto Retailer*** reflects the industry's highest standards and reinforces the organization's sterling professional image.

Cutting-edge editorial content:

New Jersey Auto Retailer offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately in their professional lives. With content written by the most authoritative executives and leaders in the automotive industry, *New Jersey Auto Retailer* covers a broad range of subjects, including the following:

- Compliance & regulatory issues
- Coalition programs and events
- Marketing and branding
- Dealership profitability
- ROI methodologies
- Industry standards, practices and updates
- HR Concerns
- F&I Training
- Leadership & employee development

Advertisers are offered the opportunity—and encouraged—to submit articles to be considered for inclusion in the magazine. Please contact Brian Hughes at 609.883.5056 ext. 315, or bhughes@njcar.org.

2011 Publication & Advertising Schedule:

Issue	Ad Artwork Due	Mail Date
Winter 2011	January 10, 2011	February 7, 2011
Spring 2011	April 4, 2011	May 2, 2011
Summer 2011	July 5, 2011	August 1, 2011
Fall 2011	October 10, 2011	November 7, 2011

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

Ad Design Available \$250.

Revolving Banner Ad Specifications:

Format: (jpeg)

Resolution: 72 dpi

Dimensions: 133 pixels (width) x 103 pixels (height)

Compression: Keep the compression of the image between 50% and 70%.

HTML Address: Your ad will also serve as a link to your website, if provided.

NJ CAR makes space available on their website for banner ads from advertisers that place ads in the *New Jersey Auto Retailer*.

Readers want competitive advantage:

New Jersey Auto Retailer serves the membership and prospective members of NJ CAR. *New Jersey Auto Retailer* is published quarterly with a circulation of more than 875 each issue.

New Jersey Auto Retailer readers strive to continuously learn about new laws and regulations, software, training opportunities and other resources that can help them improve their performance, increase business for their respective dealerships, and compete in the marketplace.

Our readers represent dealerships of all sizes within the state of New Jersey, and our research shows that the magazine is read cover-to-cover and stored in members' libraries for future reference. All issues of the *New Jersey Auto Retailer* are also archived on the NJ CAR website and are available to our members for reference. This is your opportunity to reach the niche market *New Jersey Auto Retailer* provides.

2011 Advertising Rates:

Size	Price Per Term
Full Page	\$3,865. ⁰⁰
1/2 Page	\$2,955. ⁰⁰
1/4 Page	\$2,285. ⁰⁰
Inside Front/Back Covers	\$4,795. ⁰⁰
Outside Back Cover	\$5,056. ⁰⁰

- All color is process color ■ Ad rates are net
- Revolving Banner Ad on the NJ CAR Website included w/ad placement. \$600.00 value.

Kick off 2011 Special Package:

1/4 Page Ad – 4 Issues
One 500-Word Editorial Opportunity
(Subject to Current Editorial
Submission Guidelines)
Revolving Banner Ad on the NJ CAR
Website for the Publishing Year
\$2,285.00

AD Specifications (Width X Height):

*Inside Front/Back Cover:	8.5" X 11"
*Full Page Ads:	8.5" X 11"
1/2 Page Ads:	7.5" X 4.75"
1/4 page Ads:	3.625" X 4.75"
*Outside Back Cover:	8.5" X 8.5"
* for bleed add .125" on all sides	

NEW JERSEY auto retailer

Providing Business-to-Business
Target Marketing That Moves
Products and Services

COMPANY INFORMATION

Name of Advertiser			
Address	City	State	Zip
Contact Name	Phone	Fax	
E-mail			

ADVERTISING REQUIREMENTS

AD SIZE	COST PER TERM	# OF INSERTIONS	TOTAL COST
FULL PAGE			
1/2 PAGE			
1/4 PAGE			
Inside Front Cover			
Inside Back Cover			
Back Cover			

- We will provide ad.
- We will pay you to design our ad.
- Payment is enclosed. (Please make checks payable to Media Communications Group, Inc.)
- Please invoice me. I will authorize payment in full prior to publication.
- Please bill my credit card.

Credit Card Number _____

Expiration Date: _____

CVC CODE: (Three Digit code on Back of Card) _____

Cardholder's Signature _____

Cardholder's Name (Print): _____

Billing Address: _____

PLEASE MAIL, FAX OR E-MAIL TO



newsLINK
3149 So. State Street
Salt Lake City, UT 84115



FAX
801.303.6129



E-MAIL
sophie@newslinkpps.com

TERMS AND CONDITIONS

- Account balance is due in full prior to publication. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and NJ CAR reserves the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect, and hold harmless NJ CAR and the publisher from any claim or action based on the content of an advertisement published.
- Order is non-cancelable. In the event that an advertisement is not printed for any reason, a make-good or refund will be given. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, a make-good will be given.
- Publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

SIGNATURE AND DATE

Signature	Date
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Print More Relevant than Ever!

According to a cross-media study published February 2007 by Simmons Engagement that analyzed the effectiveness of magazines, TV, and the Internet according to six different categories, people who see magazine advertisements are more receptive than they would be when viewing TV or the Internet. Magazines also have a higher score when it comes to engaging a person's attention and influencing where that person goes on the Internet.

The six categories consisted of the following:

- **INSPIRATIONAL:** Were readers inspired by the material? Did it make them feel emotionally connected?
- **TRUSTWORTHY:** Did readers think they were being told the truth without unnecessary sensationalism?
- **LIFE ENHANCING:** Did readers think the material taught them something useful that would help them make better decisions?
- **SOCIAL INTERACTION:** Did readers learned interesting information

they wanted to discuss with family or friends?

- **PERSONAL TIMEOUT:** Did readers think the time spent reading or watching was quality, well-spent time?
- **AD ATTENTION/RECEPTIVITY:** Was the advertising both relevant and interesting to the readers?

Gary Garland, executive director of advertising services for Magazines Can, was unsurprised for several reasons:

- People like to read magazines, in part because they have more control than they do over TV. When people watch TV, each show ends on the hour or half-hour; with a magazine, those same people can move at whatever speed suits them.
- Effective advertisers have become more oriented toward permission-based media that lets the consumer control the advertising. Magazines and the Internet both allow people to read, save, and re-read ads. People are often influenced by magazines when deciding about products.
- Magazines offer a great place to find specialized facts and information. People may pick up the magazine because of a specific article that contains interesting information, but they also browse through the other articles and ads. In fact, magazine ad recall increased 13% between 2005 through 2009.

Other companies (BIGresearch in 2007, Roper Roberts in 2005, and the American Advertising Federation in 2006) have confirmed

these results. The Internet does not make print obsolete; instead, the two coexist well together. Marketers consider magazines to be more effective than corporate web sites, online promotions, or Internet-based marketing sites when it comes to encouraging people to surf the Internet. In particular, the report published by BIGresearch, entitled "A Simultaneous Media Survey (SIMM 9)," found that magazines outperformed TV by 10% and face-to-face communication by 33%. In part, this is because adults between the ages of 18 and 34 are avid magazine readers, reading more than people who are older than they are.

Magazines present an opportunity for content providers who connect the magazine to the Internet:

- Statistics gathered between 1999 and 2005 show that when you calculate the average annual compound rate, magazines grew 7.4%. All other media (TV, radio, newspapers, and anything out of the home, such as movies) only grew 3.7%.
- More current research by MRI from the fall of 2009 puts the increase in magazine readership at 4.3% over the last five years. Some of this is because of 12-year-old Google; since Google, magazine readership has increased 11%.

In other words, magazines are more relevant than ever. They are getting stronger as content providers, can form mutually beneficial relationships with the Internet, and are increasingly effective places for advertisements.



newsLINK
marketing strategies, LLC
professional publishing services

3149 So. State Street, Salt Lake City, UT 84115

888.745.4003