

SNJ BUSINESS PEOPLE



Bringing Business People Together Is What We Do.

The 2012 Editorial and Advertising Calendar

January	- Economic Forecast, Banking
February	- Accounting and Taxes - Technology & Telecom
March	- Going Green - Building, Development & Construction - Philanthropy
April	- Real Estate and Higher Education - Golf, Recreation, Fine Living
May	- Insurance & Risk Management - Emergency Preparedness
June	- Out Sourcing / Industry Trends
July	- Legal Matters / Health Care
August	- Marketing & Advertising / Going green
September	- Real Estate **Where to and Dining Guide
October	- HR & Staffing / Technology **Where to & Dining Guide
November	- Legal Matters / Industry Trends
December	- Money & Banking / Out Sourcing

SNJ Business People has its finger on the pulse of South Jersey, because we live here, we love it here and we want South Jersey to be the best place to live, work and raise a family. That's the difference.

Getting your message out to your target market is essential for your business. *SNJ Business People* provides an affordable alternative to direct mail in today's changing economy. Advertising in *SNJ Business People* is smart marketing.

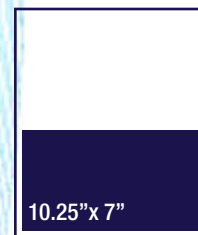
SNJ Business People is South Jersey's most well read news-monthly dedicated to business owners and decision makers – their contribution to commerce, their communities and their passion for business. The monthly print publication, interactive web site and virtual business networking hub focuses on business owners, what they are doing, how, why, when, where they are making things happen in Southern New Jersey. We shine the spotlight on the “movers and shakers” in our region, and pass along their latest trends in business, and how they are embracing their local communities.

Check us out online at snjbp.com. Call Jenny Ryan at (856)673-1911 or email jenny@snjbp.com

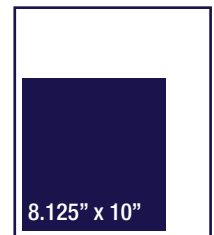
Ad Sizes and Rates



Full Page:
B&W \$1,650
Color \$1,837



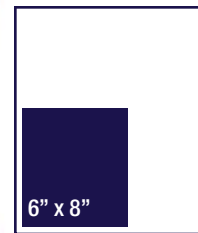
Half Page:
B&W \$808
Color \$1028



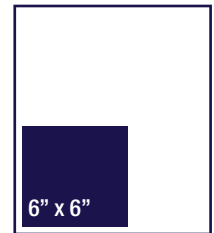
Mini Full Page:
B&W \$924
Color \$1,140



Third Page Plus:
B&W \$693
Color \$803



Third Page:
B&W \$554
Color \$664



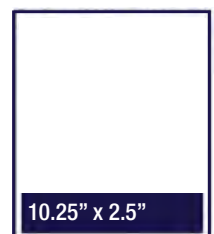
Quarter Page:
B&W \$418
Color \$526



Eighth Page:
B&W \$231
Color \$341



Business Card:
B&W \$92
Color \$147



Banner Ad:
B&W \$525
Color \$625

Frequency Discounts

SNJ Business People is published monthly and is received mid-month by its readers. Advertisers who sign up for a three month consecutive program will receive a 10% discount. The discount for a six month run is 15% and for a 12 month it is 25%.