



**Advertise in *The Bottom Line***

*The Bottom Line* is the official publication of The New Jersey Association of Women Business Owners (NJAWBO). It is published quarterly. Your ad in *The Bottom Line* will reach the following:

- The statewide membership of NJAWBO
- Corporate decision-makers from many New Jersey businesses, including all NJAWBO corporate and media sponsors
- Government officials—local, state, and national
- Growing database of prospective members across the state

SIZES AND DIMENSIONS	
1/4 page (vertical)	3.5”(W) x 4.75”(H)
1/4 page (horizontal)	7.5”(W) x 2.25”(H)
1/2 page (vertical)	3.5”(W) x 10”(H)
1/2 page (horizontal)	7.5”(W) x 4.75”(H)
Full page	7.5”(W) x 10”(H)

MEMBER ADVERTISING RATES			
AD SIZE	1X	2X	4X
1/4 Page	\$95	\$85	\$75
1/2 Page	\$175	\$165	\$155
Full Page	\$335	315	\$285
Back Cover (1/2 pg)	\$350	\$330	\$310

NON-MEMBER–CORPORATE RATES			
AD SIZE	1X	2X	4X
1/4 Page	\$375	\$345	\$315
1/2 Page	\$575	\$565	\$555
Full Page	\$775	\$765	\$755
Back Cover (1/2 pg)	\$795	\$785	\$775

Rates are based on a per insertion basis:

- 1X rate is the cost for an ad published one time.
- 4X rate is the cost for one ad that is placed in 4 issues (4 × \$75= \$300).
- Back Cover (1/2 pg) placement based on availability and first-come, first-served basis

*All rates are net. Ad agency commissions do not apply.*

**Payment Terms:** All ads must be paid in advance. Full contract total is due with the contract.

**Art Requirements:** High-resolution digital files in jpg or pdf format

**Email digital files to [newsletter@njawbo.org](mailto:newsletter@njawbo.org)**

**Mail payment with insertion order to:**

**NJAWBO *Bottom Line*, 549 Pompton Avenue, Suite 107, Cedar Grove, NJ 07009**

# the BottomLine

**The Official Publication of the New Jersey Association of Women Business Owners**  
 549 Pompton Avenue, Suite 107, Cedar Grove, NJ 07009  
 609-308-2530 || [www.njawbo.org](http://www.njawbo.org)

## PRODUCTION AND EDITORIAL CALENDAR

QUARTERLY ISSUES	AD DEADLINE
Spring Issue (end of March)	February 25
Summer Issue (end of June)	May 25
Fall Issue (end of September)	August 25
Winter Issue (end of December)	November 25

## ADVERTISING INSERTION ORDER/CONTRACT

Payment Terms: Ad space must be reserved with a completed contract, camera-ready art in high-resolution jpg or pdf format, and payment in full by the closing date. For more information or space reservation, email [newsletter@njawbo.org](mailto:newsletter@njawbo.org) or call 609-308-2530.

The undersigned advertiser (The Advertiser) and NJAWBO (The Publisher) hereby mutually agree as follows:

- Advertiser will purchase the advertising space from the Publisher. The commencement date, term of such service, and number of insertions are indicated on this completed insertion order..
- Advertiser acknowledges receipt of advertising rates and conditions currently in effect.
- Final approval of all ads rests with NJAWBO.
- If advertising is omitted, NJAWBO will refund any amount paid or extend the contract. NJAWBO and its assigns will not be liable for incidental or consequential damages of any description. In no event will liability exceed the amount paid under this contract.
- Payment for all ads must accompany signed contract and be received on or before issue closing date. Ads for multiple insertions will be picked up "as is" from previous issue unless new art is received by closing date.
- ALL RATES ARE NET. AGENCY DISCOUNTS DO NOT APPLY.

**Please complete the following information. Please print clearly.**

Business Name \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

Representing Agency \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

### CONTRACT INFORMATION

Number of Insertions \_\_\_\_\_  
 Quarterly Issue(s): Spring  Summer  Fall  Winter   
 Ad Size: \_\_\_\_\_ Horizontal  Vertical   
 Cost per Insertion \_\_\_\_\_ Total Ad Cost \$ \_\_\_\_\_  
 Total Contract Amount \$ \_\_\_\_\_  
 Payment Enclosed \$ \_\_\_\_\_  
 Advertiser Signature \_\_\_\_\_ Date \_\_\_\_\_  
 NJAWBO Representative \_\_\_\_\_ Date \_\_\_\_\_

Make check payable to NJAWBO. Mail this completed and signed form with your check to:

**NJAWBO Bottom Line**  
**549 Pompton Avenue, Suite 107**  
**Cedar Grove, NJ 07009**