

the BottomLine

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
- Decision-makers from New Jersey businesses, including NJAWBO corporate sponsors
- Growing database of prospective members from 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	\$100	\$90	\$80
1/2 Page	\$185	\$175	\$165
Full Page	\$350	\$330	\$310
Back Cover (1/2 pg)	\$285	\$275	\$265

NON-MEMBER RATES			
AD SIZE	1X	2X	4X
1/4 Page	\$375	\$345	\$315
1/2 Page	\$575	\$565	\$555
Full Page	\$775	\$765	\$755

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 a member's ad that is published in 4 issues (4 × \$80= \$320).
- Back Cover (1/2 pg) ad placement (members only) 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 njawbo@njawbo.org

Mail payment with insertion order to:

NJAWBO Bottom Line, P.O. Box 133, Cedar Grove, NJ 07009

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P.O. Box 133, Cedar Grove, NJ 07009
njawbo@njawbo.org || www.njawbo.org

NEWSLETTER SCHEDULE*

QUARTERLY ISSUES	TARGET MONTH	AD DEADLINE
1	March	February 7
2	June	May 7
3	September	August 7
4	December	November 7

*The publication schedule is subject to change.

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 njawbo@njawbo.org.

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 be received before the issue's closing date. Ads for multiple insertions will be picked up "as is" from the previous issue unless new art is received by the 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): No. 1 No. 2 No. 3 No. 4
 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
P.O. Box 133
Cedar Grove, NJ 07009