

# *The* CHRONICLE

A full color glossy magazine for and about the eight county regions of Southern New Jersey!

## 2015 Advertising Rates

### DESCRIPTION:

*The Chronicle* publication, once a newsletter, is now a full color, twenty page magazine dedicated to conveying topical concerns related to business, policies and economic development within southern New Jersey. Each issue will relay upcoming event details, advocacy updates and helpful insights from our members. The concise content makes the Chronicle a valuable and essential source of information for our readers.

### READERSHIP & CIRCULATION:

*The Chronicle* Magazine's readership of 5,000 includes top business executives, key policy decision makers and active contributing members of the community. Each edition will be distributed, and also offered electronically, throughout southern New Jersey and the greater Philadelphia region. Interesting and informative articles will make the Chronicle Magazine a valuable and essential source of information for the area business community. This select audience of key opinion leaders and decision makers in the public, private and government sectors is the ideal target market for advertisers.

### ADVERTISING SHELF-LIFE:

*The Chronicle* delivers an affordable way to reach thousands of current business professionals and make new contacts. The publication is utilized by offices where associates share timely articles drawing readers back again and again. Each issue provides advertisers with multiple viewing opportunities per ad placement.

#### Ad Pricing

Inside Front Cover .....	\$800
Back Cover .....	\$800
Inside Back Cover .....	\$700
Full Page .	\$650
Half Page .....	\$550
Quarter Page .....	\$325

\* A 10% discount is applied for multiple ad runs ordered in advance.\*



900 Route 168  
Suite D-4  
Turnersville NJ 08012  
PH: (856) 228-7500  
randi@snjdc.org

#### Issue Dates

Winter: February 13, 2015

Spring: May 8, 2015

Summer: September 11, 2015

Fall: November 13, 2015

AD SPECS: Ads should be prepared digitally and saved in JPEG, PNG or PDF file formats [with embedded fonts].