



About the Magazine

The New Jersey Bankers Association offers many opportunities for members to stay informed and up-to-date, and the *New Jersey Banker* is one of them! With this award-winning magazine, their members maintain a professional edge over the competition. The association's primary mission is to represent their membership's interests before state and federal government and regulatory authorities.

Deadlines

- Issue 2, '24 **Mar 4**
- Issue 3, '24 **May 28**
- Issue 4, '24 **Aug 23**
- Issue 1, '25 **Nov 25**



TARGETED

The *New Jersey Banker* is a recognized and targeted industry publication with established readership and trusted content.



REACH

The *New Jersey Banker* is sent to bankers, service providers and to a wealth of readers interested in the banking industry.



12,000

With 12,000+ readers of *New Jersey Banker* to reach annually and print and online versions available, there are innumerable ways to be seen.

12,000 ANNUAL READERSHIP

NJBankers members are comprised of:

- Bankers
- Bank Directors
- Accountants
- Attorneys
- Auditors
- Data-Processing Companies
- Human Resource Personnel
- Consultants
- Regulators
- Core Processors
- Broker/Dealers
- and many others!



REPRESENTING INSTITUTIONS THAT HOLD

\$107.2 Billion
IN TOTAL ASSETS (2019)

MORE THAN

10,000 Bankers
IN NEW JERSEY
BANKING INSTITUTIONS

REACHING

66 Member Banks & 190 Associate Members
ACROSS THE STATE

For advertising inquiries, please call or email:

JOHN CONSTANTINO
503-445-2230
John@llmpubs.com



Specifications

Ink **Full Color**
 Trim Size **8.5" x 11"**
 Binding **Saddle Stitch**
 Published **4x per year**
 Distribution **3,000**

Art Requirements

- A high resolution pdf is the preferred file format.
- All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts must be embedded.
- Name files clearly, indicating your company name and publication.
- For ads with bleed, export pdfs with 1/8" (0.125") bleed settings on each side. No crop marks.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

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Advertising Rates

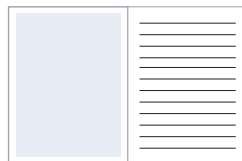
	1x	4x
Back Cover*	\$ 3,120	\$ 2,910
Inside Covers*	\$ 3,010	\$ 2,810
Full Page*	\$ 2,290	\$ 2,080
1/2 Page	\$ 1,920	\$ 1,820
1/4 Page	\$ 1,560	\$ 1,350
1/8 Page	\$ 1,040	\$ 830

Hyperlink your ad in the digital magazine – \$210.

***Ad sizes that can have bleeds. Set bleeds to 0.125".**

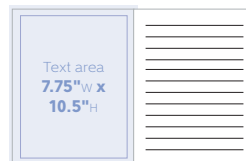
- Guaranteed placements (other than covers) are subject to a 15% premium.
- All rates are net and are subject to state and local taxes.
- All rates are listed per issue.
- Pricing is charged per ad.

Inside Covers & Full Pages



7.5"W x 10"H

Inside Covers & Full Pages with Bleed



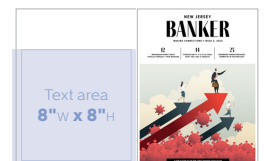
8.75"W x 11.25"H
 Bleed: 0.125"
 (8.5"W x 11"H trim size)

Back Cover



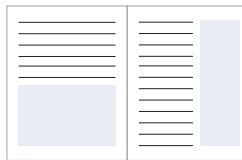
7.5"W x 7.5"H

Back Cover with Bleed



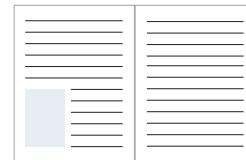
8.75"W x 8.625"H
 Bleed: 0.125"
 (8.5"W x 8.5"H trim size)

1/2 Page



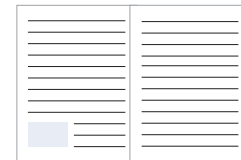
7.5"W x 4.75"H
3.65"W x 10"H

1/4 Page



3.65"W x 4.75"H

1/8 Page



3.65"W x 2.25"H

Ad Materials

Upload files at www.llmpubs.com or email pdf to ads@llmpubs.com

- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email ads@llmpubs.com for more detailed specifications.

Need help creating an ad? Free ad design (with revisions up to 3 proofs).

- Please allow up to 5 business days for first proof. Contact your sales representative for more information.