About ROI-NJ

Our name stands for Return on Information.

The go-to source for business information in New Jersey. Covering all the major industries (health care • real estate • law • banking • accounting • marketing • sports and entertainment, and others) with information that connects you with New Jersey business.

Delivering insights about the biggest issues in today’s work world:

Women in business • Diversity and Inclusion • Corporate culture • Work-life balance • The millennial mind-set. That’s not all.

Writing stories that speak to the lifestyles of the key decision-makers.

Even more, we highlight those who are making New Jersey a better place to live and work.

Plus, regular features on non-profits and companies doing the right thing for the state.

We think of it as “good to great”, as in, do good work so you can do great things in your community.

ROI-NJ, the connector of businesses and businesspeople. The state has a vibrant business community, one determined to make New Jersey a better place to live and work.

We’re here to cover it.

Delivered weekly, ROI-NJ brings readers business information that impacts, inspires and influences the state’s amazingly diverse group of companies, its leaders and their workforce plus the politicians, lobbyists, civic leaders and the various associations that help steer policy. ROI-NJ reaches influential and affluent executives throughout New Jersey.

ROI-NJ.com is the ultimate destination for New Jersey business news online. ROI-NJ offers breaking news and information to help business leaders and executives run their company. Users turn to ROI-NJ.com for information on what matters most today and what will matter tomorrow.

The ROI-NJ Mid-Day E-Newsletter delivers original content stories to an engaged, opt-in audience. Delivered to inboxes Monday through Friday, the recipients receive the latest news impacting New Jersey business.

ROI-NJ events bring together New Jersey’s top business leaders, political figures and rising stars for stimulating discussions and high-end celebrations. From branding to thought leadership to networking, ROI-NJ works one-on-one with our sponsors to fully integrate them into our events that not only benefits their brand, but our in-demand audience as well.
## ROI-NJ’s Audience

### Income & Net Worth

- **Average household income**: $320,000
- **Average value of main residence**: $775,000
- **Average household net worth**: $2.0 million

### SMB Professionals
- **C-Suite or Top Management (Director +)**: 88%

### Age & Gender
- **Male**: 62%
- **Female**: 38%
- **Mean age**: 55

### Reach & Engagement
- **Weekly print circulation**: 7.5K
- **Total print readership**: 22.5K
- **Readers per copy**: 3
- **Average time spent reading issue**: 27 minutes
- **Average monthly unique visitors to website**: 85K

*Sources: iPredictus*
## 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
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<th>JULY</th>
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<th>AUGUST</th>
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<tbody>
<tr>
<td>1/1</td>
<td>The Resolution Issue</td>
<td>Ad Close</td>
<td>12/22</td>
<td>Lobbying Firms; Banking</td>
<td>Ad Close</td>
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<td>1/8</td>
<td>Money Management</td>
<td>12/29</td>
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<td>Law</td>
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<td>1/22</td>
<td>Green Business</td>
<td>1/12</td>
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<td>1/29</td>
<td>The ROI 100</td>
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<td>AUGUST</td>
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<td>SEPTEMBER</td>
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<td>Arts &amp; Entertainment</td>
<td>Ad Close</td>
<td>1/26</td>
<td>8/13 Mental Health; Economic Development</td>
<td>8/3</td>
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<td>2/12</td>
<td>Health Technology</td>
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<td>African-American Businesses</td>
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<td>2/16</td>
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<td>Energy</td>
<td>Ad Close</td>
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<td>10/1 The ROI Health 50</td>
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<td>Accounting</td>
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<td>Family-Owned Businesses</td>
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<td>3/26</td>
<td>Renaissance Cities</td>
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<td>Ad Close</td>
<td>3/23</td>
<td>11/5 Law</td>
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<td>Research Institutions</td>
<td>3/30</td>
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<td>4/16</td>
<td>Startups and Disruptors</td>
<td>4/6</td>
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<td>Credit Unions</td>
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<td>4/30</td>
<td>P3-Public-Private Partnerships</td>
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<td>11/12 Technology</td>
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<td>Asian Businesses</td>
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<td>5/21</td>
<td>Media and Marketing</td>
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<td>5/28</td>
<td>Hotels, Motels, and Hospitality</td>
<td>5/18</td>
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<td>DECEMBER</td>
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<tr>
<td>6/4</td>
<td>Law; Labor Unions</td>
<td>5/25</td>
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### Additional Notes
- **ROI-NJ**: 3 Wing Drive, Cedar Knolls, NJ 07927 | 973-387-1115 | advertising@roi-nj.com | ROI-NJ.com
**Print**

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>4-11</th>
<th>12-18</th>
<th>19-25</th>
<th>26-47</th>
<th>48+</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$6,390</td>
<td>$5,280</td>
<td>$4,800</td>
<td>$4,250</td>
<td>$3,840</td>
<td>$3,190</td>
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<tr>
<td>Junior</td>
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<td>$4,130</td>
<td>$3,800</td>
<td>$3,370</td>
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<td>Half Page (half or vertical)</td>
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<tr>
<td>Quarter (half or vertical)</td>
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<td>$1,930</td>
<td>$1,750</td>
<td>$1,580</td>
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<td>$1,130</td>
<td>$1,010</td>
<td>$920</td>
<td>$830</td>
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**COLOR RATES**

Full color (four color process): $600
Black + one color: $250
All display rates are gross

**SUPPLIED DIGITAL ADVERTISEMENT**

All advertising should be provided in a digital format. Required format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF/X-1a file format (version 3.0 compatible with all fonts and images embedded). Color images must be CMYK. Line art or bitmapped images should be at 1200 dpi, no less than 900 dpi. Postscript Type 1 fonts are strongly preferred. Files containing composite or multiple master fonts will not be accepted.

Send ad directly to your account executive via email or web-based ftp sites such as sendspace.com or mailbigfile.com.

**PUBLICATION SIZE:** 11.375” x 14.5”
**IMAGE SIZE:** 10.125” x 13.5”
## E-Newsletters

### MONTHLY PRICING*

<table>
<thead>
<tr>
<th>Tier</th>
<th>Price</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>$1,700</td>
<td>300 x 250 mobile/desktop</td>
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<tr>
<td>Tier 2</td>
<td>$1,500</td>
<td>300 x 250 mobile/desktop</td>
</tr>
<tr>
<td>Tier 3</td>
<td>$1,350</td>
<td>300 x 250 mobile/desktop</td>
</tr>
</tbody>
</table>

*Frequency pricing available.

**Accepted File Types:** .jpg, .gif, .png

**Max File Size:** 64 kb

**Notes:** Static images only. Creative with light background must include a 1px border around the ad unit.
Digital

**Pricing**

**Leaderboard** ................................................. $2,400/mo
728 x 90 desktop
Run of site | 25% share of voice

**Skyscraper** .................................................... $2,100/mo
300 x 600 desktop
Run of site | 25% share of voice

**Rectangle** .................................................. $1,800/mo
300 x 250 desktop
Run of site | 25% share of voice

**Category Sponsors** ...................................... $2,000/mo
300 x 75
Homepage and category pages | 50% share of voice
Minimum spend: $25,000

**Search Bar** ............................................... $1,500/mo
320 x 60 desktop/mobile
Homepage

*Frequency pricing available.

Supported ad types
GIF or JPG • animated GIF • Flash
Mobile: Static GIF or JPG only

Flash File specifications
• Maximum initial load file = 80KB
• 18fps (frames per second)
• User initiated audio (mute by default)
• Maximum animation/video length = 8 seconds
• Provide .SWF and .FLA files

**Sponsored content** $1,500/wk
Listed under Most Recent News on the ROI-NJ homepage for one week, highlighted in grey and includes ten descriptive words with link that opens to your article. Following week one, the story lives on the specific category page on ROI-NJ for one month.

**Splash** .................................................. $1,500/wk
430 x 375 desktop/mobile

**Fly-In** .................................................. $1,000/wk
300 x 100 desktop/mobile
ROI-NJ Events and Awards Programs offer sponsors and attendees direct access to New Jersey’s key industry leaders and decision-makers aligning brands with unmatched content and a power audience.

October
- Best 50 Women Business Leaders
- Hall of Fame Inductions

November
- C-Suite Leader Awards
- Food & Beverage Innovation Summit

December
- Corporate Culture Awards

ROI-NJ Thought Leadership Series of morning events takes a deeper look into specific topics affecting New Jersey business. Pre-event networking is followed by a seated breakfast and peer-to-peer panel discussion featuring an audience Q&A to complete the morning.

January
- Cannabis I

February
- Cannabis II

March
- Cannabis III
- Cybersecurity

April
- Real Estate

May
- Construction: Underground Economy

June
- Family Business

September
- Manufacturing

October
- The Gig Economy

November
- Cannabis 2.0