



# Want to Reach a Prime Audience for Your Products or Services?

Become a JerseyMan/PhillyMan Magazine Advertiser

## Dear JerseyMan/PhillyMan Advertiser:



We are excited to launch the digital age for our publications!

Both JerseyMan and PhillyMan Magazines are now available free on our website [www.jerseymanmagazine.com](http://www.jerseymanmagazine.com) and our platform partner [issuu.com](http://issuu.com). This gives

access to an UNLIMITED number of potential customers in the area, across the country, and around the world.

We will still be printing and distributing magazines for our advertisers, subscribers, and special events.

Please join the growing family of JerseyMan/PhillyMan advertisers. We want to help increase your brand awareness and business!

Sincerely,

**Ken Dunek**

*Publisher and Managing Partner, New Opportunity Publishing*

You'll find our advertising representatives intent on listening to your needs and effectively delivering our audience in both print and on the web.

Published four times per year serving Philadelphia, Bucks (PA), Camden, Gloucester, Burlington, Mercer and Atlantic Counties. Our readers are upscale, college-educated individuals, couples, and families living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe.

## Website Advertising Rates

Website (Banner or Sidebar)

HOME PAGE      WEB PAGES  
\$250/month\*      \$125/month\*

\*Six month minimum

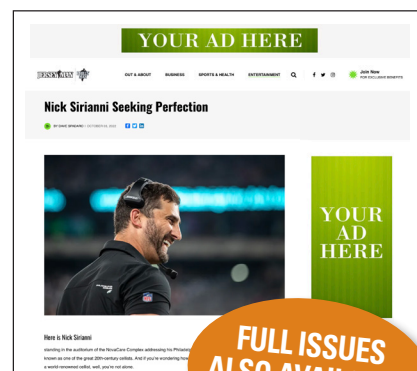
## Digital Ad Preparation

Preferred file type: JPEG (RGB)

Digital Premium Ad

Top Banner Ad: 728p x 90p

Side Bar Ad: 300 x 600p



FULL ISSUES ALSO AVAILABLE ON-LINE

## Magazine Ad Sizes

**Full Page:** (Only full page ads require bleed)

7.875" x 10.5" trim size plus a minimum of .125" (1/8 inch) on all four sides of ad if the ad is to bleed. Include crop marks. If the ad is not to bleed the trim size (live area) is 7.125" x 9.75".

**2/3 Page Vertical:** 4.625" x 9.75"

**1/2 Page Vertical:** 3.5" x 9.75"

**1/2 Page Horizontal:** 7.125" x 4.75"

**1/3 Page Vertical:** 2.25" x 9.75"

**1/3 Page Horizontal:** 4.625" x 4.75"

**1/4 Page Vertical:** 3.5" x 4.75"

**1/6 Page Vertical:** 2.25" x 4.75"

**1/6 Page Horizontal:** 4.75" x 2.25"

## Print Ad Preparation

Preferred file type: **Hi-resolution PDF**

Also accepted: *Illustrator, Photoshop, or InDesign documents saved as eps, tif, jpeg or pdf files.*

Resolution: *All artwork, logos and photographs must be 300 dpi*

Colors: *All ad files to be built from process colors (CMYK).*

Send final ad submissions to:

[alex@jerseymanmagazine.com](mailto:alex@jerseymanmagazine.com)

## Magazine Advertising Rates

Ad Sizes	SINGLE ISSUE	TWO ISSUES	THREE ISSUES	FULL YEAR (4X)
Full Page	\$2560	\$2320	\$2060	\$1900
2/3 Page	\$1740	\$1640	\$1420	\$1270
1/2 Page	\$1580	\$1420	\$1100	\$950
1/3 Page	\$1100	\$950	\$800	\$640
1/4 Page	\$840	\$800	\$640	\$540
1/6 Page	\$500	\$440	\$380	\$320

Premium Positions	SINGLE ISSUE	TWO ISSUES	THREE ISSUES	FULL YEAR (4X)
Back Cover	\$3800	\$3500	\$3200	\$2880
Inside Front Cover	\$3500	\$3200	\$2880	\$2560
Inside Back Cover	\$3200	\$2880	\$2560	\$2400

## 2023 Editorial Calendar

### SPRING

Special Section: **BASEBALL**

**Ad Materials Due Date:** MARCH 1, 2023

**Street Release:** APRIL 10, 2023

### SUMMER

THE SUMMER ISSUE

**Ad Materials Due Date:** JUNE 1, 2023

**Street Release:** JULY 10, 2023

### FALL

Special Section: **FOOTBALL**

**Ad Materials Due Date:** SEPTEMBER 1, 2023

**Street Release:** OCTOBER 16, 2023

### WINTER

Special Section: **BUSINESS**

**Ad Materials Due Date:** DECEMBER 1, 2023

**Street Release:** JANUARY 16, 2024

The Publisher reserves the right to reject any advertising. Advertiser assumes liability for the content of printed ads, and also assumes responsibility for any related claims against the Publisher. Advertisers must pay full rate if ad is cancelled after the issue closing date. 15% upcharge for premium or preferred ad placement.

[www.jerseymanmagazine.com](http://www.jerseymanmagazine.com)