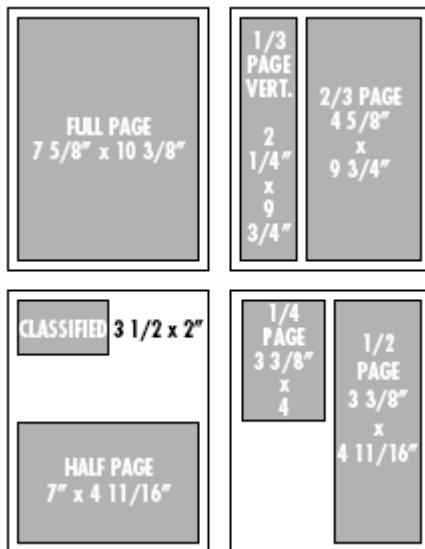


NJFA Advertising Rates

176 West State St
Trenton, NJ 08608
609.421.0206
609.421.2006

AD SIZES FOR PRINT



AD SIZES FOR WEB

Banner: 720 pixels by 200 pixels

Half Page: 360 pixels by 200 pixels

1/4 page: 140 pixels by 200 pixels

Ad space is available at
www.njfoundationforaging.org

In 2009 NJFA had over 250,000 hits to our website. With recent upgrades to the site, including the addition of a blog, we anticipate even more traffic.

Not only are more seniors now on the web, but many of their caregivers are using the web as a resource and a tool to find needed services and information. Reserve your space on our Aging and Caregiver Resources page.

Issue date	Ad reservations by
March 2010	1/15
August	6/15
December	10/15

PRINT ADVERTISING

All costs are per ad, per issue

	1 Time	2 Times	3 Times
Back Cover	\$2560	\$2340	\$2040
Inside Cover	\$2455	\$2270	\$1970
Full Page	\$2140	\$2130	\$1830
2/3 page	\$1735	\$1630	\$1330
1/2 page	\$1310	\$1230	\$1010
1/3 page	\$1220	\$1055	\$920
1/4 page	\$950	\$880	\$650

WEB ADVERTISING

	1 Time (3 months)	2 Times (6 months)	3 Times (9 months)
Banner	\$350	\$310	\$300
1/2 Page	\$300	\$290	\$275
1/4 Page	\$250	\$230	\$220

All web costs are per ad, per quarter

PRINT PLUS WEB PACKAGES

	1 Time	2 Times	3 Times
Back Cover	\$2810	\$2540	\$2240
Inside Cover	\$2705	\$2470	\$2170
Full Page	\$2390	\$2330	\$2030
2/3 Page	\$1985	\$1830	\$1530
1/2 Page	\$1510	\$1430	\$1210
1/3 Page	\$1420	\$1255	\$1120
1/4 Page	\$1100	\$1030	\$850

For more information or to begin a contract for advertising with NJFA please contact:
mchalker@njfoundationforaging.org