



2018 Media Opportunities

To connect you with NJFA's consumers, boomers, seniors and caregivers

Renaissance Magazine



Aging Insights (Half Hour TV Program)



NJFA's Website, Blog and Facebook



Audience Reach

Renaissance- Quarterly Digital Magazine. Accessible to all seniors in New Jersey. on NJFA's website-

<http://www.njfoundationforaging.org/renaissance-magazine/>

Aging Insights is a 30-minute TV program which is broadcast more than **300 times** a month on over 70 stations to a residential area with *more than 6 million residents*. It is estimated to have at least 400,000 viewers. Sponsorships are available (*see below for details*).

All shows may be viewed in their entirety at the NJFA's [YouTube channel](#). The goal of the TV program is to connect caregivers, boomers and seniors with community programs that promote aging well. Here is a sampling of the 70 stations that broadcast the show:

Bayonne	Bergen County Area	Carteret	Colonia
East Brunswick	East Windsor	Edison	Elizabeth
Fair Lawn	Hamilton	Highland Park	Hudson County
Hopewell Twp	Jackson Twp	Long Branch	Metuchen
Middlesex	Monmouth County	Milltown	Monmouth County
Monmouth Junction	Monroe Twp	Morris County	New Brunswick
North Brunswick	Oakland Area	Old Bridge	Parlin
Paterson Area	Perth Amboy	Piscataway	Plainsboro
Princeton	Raritan Area	Sayreville	Secaucus
South Amboy	South Plainfield	South River	Spotswood
Stockton College	Trenton	Union	Verona

NJFA has over 700,000 hits annually to our website.

RENAISSANCE

NJFA

145 West Hanover St

Trenton, NJ 08618

Phone: 609-421-0206 Fax: 609-421-2006

Email: office@njfoundationforaging.org

Ads in Digital Magazine*				
	1 time	2 times	3 times	4 times
Inside Back Cover	\$1800	\$1600	\$1500	\$1400
Inside Front Cover	\$1800	\$1600	\$1500	\$1400
Full Page	\$1500	\$1400	\$1300	\$1200
½ page	\$950	\$900	\$850	\$800
¼ page	\$650	\$600	\$550	\$500

**All prices are per ad*

Web Ad Rates *				
	1 Time (3 month run)	2 Times (6 month run)	3 Times (9 month run)	4 Times (12 month run)
Web ad	\$300	\$290	\$275	\$250

**All prices are per ad*

Combo Packages Ads in Renaissance plus Web ad				
	1 time	2 times	3 times	4 times
Inside Back Cover + web ad	\$2000	\$1900	\$1800	\$1700
Inside Front Cover + web ad	\$2000	\$1900	\$1800	\$1700
Full Page + web ad	\$1700	\$1600	\$1500	\$1400
½ page + web ad	\$1150	\$1100	\$1050	\$1000
¼ page + web ad	\$800	\$750	\$700	\$650

**All prices are per ad*

Ad Sizes			
Renaissance Ads		Web	
Full page	7 ^{5/8} " x 10 ^{3/8} "	Web ad	360 X 200 pixels
Half Page	7" x 4 ^{11/16} "		
1/4 page	3 ^{3/8} " x 4"		

Be a sponsor of Aging Insights

This 30-minute TV Show addresses resources for seniors and their caregivers as well as current policies that impact seniors. Each show is broadcast more than 300 times a month across New Jersey.

You could reach an estimated 400,000 viewers. The overall focus is to promote healthy aging. Guests for the talk show format include policy makers and community resources related to aging well in NJ.

EXPANDED SPONSORSHIP OPPORTUNITIES TO REACH MORE THAN 400,000 VIEWERS ON PUBLIC ACCESS, Plus, reach even more viewers on YouTube

PLATINUM SPONSOR - \$2,500 for three of the 2018 Shows.

Please contact us to determine the next show available for sponsorship.

This level includes a mention of your sponsorship in the signoff for the show as well as placement of your tagline and your logo in the final credits. The Platinum Sponsorship level allows your message to reach even more individuals by adding a web ad on NJFA's Website during the month that show is broadcast. *Limited to one Platinum Sponsor per show.*

GOLD SPONSOR - \$1,500 for two of the 2018 Shows.

Please contact us to determine the next show available for sponsorship.

This level includes your onscreen tagline and logo in the final credits of the show. As an added value, this Sponsorship level allows your message to reach even more individuals by adding a web ad on NJFA's Website during the month that show is broadcast. *Limited to two Gold Sponsors per show.*

SILVER SPONSOR - \$1,200 for one 2018 Show.

Please contact us to determine the next show available for sponsorship.

This includes a placement of your tagline and your logo in the final credits.
Limited to three Silver Sponsors per show.

Bronze SPONSOR - \$1,000 for one 2018 Show to have your logo posted in the final credits.

Please contact us to determine the next show available for your sponsorship.

Make checks payable to NJ Foundation for Aging (ID # 22-3569599), a 501.c.3, tax exempt organization

Mail your payment to NJFA, 145 West Hanover Street, Trenton, NJ 08618 fax 609-421-2006. **Fax reservations may be made with a credit card payment**, Please call if you wish to make a payment using a credit card, 609-421-0206.

Questions? Call 609-421-0206 or email, mchalker@njfoundationforaging.org Please complete and return the information below:

Organization _____ Sponsorship Level \$ _____

Address _____

Representative's name _____ phone _____

Title _____ email _____