

CREATE A WINNING COMBINATION




NJTC
Connections
2012 MULTI MEDIA PLANNER



1001 Briggs Road, Suite 280
Mt. Laurel, NJ 08054
Phone: 856-787-9700
www.njtc.org

MAGAZINES
TechNews
LifeSciTrends

ON-LINE
NJTC TechWire
NJTC Technology Directory
Career Center

AWARDS BOOKS
CFO Awards Breakfast
NJTC Awards Gala

CUSTOM PUBLICATIONS
Magazines
Research
Surveys

NEW JERSEY TECHNOLOGY COUNCIL

Inspire – Educate – Connect

The New Jersey Technology Council is viewed as one of the premier trade organizations serving technology companies in North America. Founded in 1996, NJTC's more than 950 member companies work together to support their own enterprises while advancing New Jersey's status as a leading technology center in the United States.

NJTC MEMBER COMPANIES REPRESENT THESE INDUSTRY SECTORS



COMMUNICATIONS



ELECTRONICS AND ADVANCED MANUFACTURING



INFORMATION TECHNOLOGY



LIFE SCIENCES



PROFESSIONAL SERVICE PROVIDERS



EDUCATION, GOVERNMENT & NON PROFIT ORGANIZATIONS

ADVERTISING

Leo Mennitt
VP Publications
856-787-9700 x 227
Lmennitt@njtc.org
Cell: 609-247-9838

EDITORIAL

TechNews
Jennifer Simoni, Editor
jenn.njtc.technews@gmail.com

LifeSciTrends
Carly Bohach, Editor
bohachc.njtc@yahoo.com

NJTC Connections
Judy Stork, Editor
Jstork@njtc.org

NJTC TechWire
Judy Storck, Editor
Jstorck@njtc.org

Press Releases to:
news@njtc.org

NJTC MEMBERSHIP

Paul Frank
VP Membership
856-787-9700 x 222
Pfrank@njtc.org

NJTC

1001 Briggs Road, Suite 280
Mt. Laurel, NJ 08054
www.njtc.org
856-787-9700



NJTC Publications Editorial Calendar

The Business Behind the Technology Sectors of
New Jersey

In Every Issue

- Business & Strategy
- Corner Office
- Expert Views
- Photo Gallery
- NJTC Calendar of Programs
- New Members



2012 NJTC Print Publications Editorial Calendar

MONTH	PUBLICATION	EDITORIAL LEAD	BONUS DISTRIBUTION DEADLINE	EDITORIAL/ADVERTISING DEADLINE
January	TechNews	Finance	Capital Conference	30-Nov / 6-Dec
February	TechNews	IT Software	Capital Conference/CIO Conference	30-Dec / 10-Jan
March	LifesciTrends	Health IT	Venture Conference	25-Jan / 7-Feb
April	TechNews	Energy	NJTC Programs	28-Feb / 13-Mar
May	TechNews	Electronics & Advanced Mfg	NJTC Programs	27-Mar / 10-Apr
June	LifesciTrends	Research	CFO Awards	24-Apr / 8-May
July	TechNews	Success Stories	E-Health Records	29-May / 12-Jun
August	TechNews	Education/Human Resources	NJTC Programs	26-Jun / 10-Jul
September	LifesciTrends	Data Trends	NJTC Programs	24-Jul / 7-Aug
October	TechNews	Awards Gala	NJTC Programs	28-Aug / 11-Sep
November	TechNews	IT Software	NJTC Programs	25-Sep / 9-Oct
December	LifesciTrends	Medical Devices	Commercialization Conference	23-Oct / 6-Nov

Complete advertising materials are due 2 days after advertising space deadline

Advertising request to:
Leo Mennitt, VP Publications,
lmennitt@njtc.org, 856-787-9700 x227

Editorial request to:
TechNews
Jennifer Simoni, Contributing Editor • jenn.njtc.technews@gmail.com

LifeSciTrends
Carly Bohach, Contributing Editor • bohachc.njtc@yahoo.com

Above schedule is subject to change





NJTC Publications Distribution Facts

Strategists and Leaders...

Our 20,000 plus readers belong to a community and value working inside that community; advertisers have unique access thru the pages of TechNews and at the myriad events and programs offered by the NJTC. Advertising is framed by editorial covering the various sectors of New Jersey's leading economic sectors.

BY THE NUMBERS

	TechNews	LifesciTrends
Requested Mailing	4260	3955
Additional Mailing	2495	2560
Bulk Distribution	750	750
Promotional Events	750	750
Total	8255	8215

Plus online distribution with TechNews Interactive

POWER & INFLUENCE

	TechNews	LifesciTrends
CEO; Principal; Founder President; Chairman	27%	36%
COO; CFO; CTO CIO; CMO	15%	11%
Senior VP; Shareholder Partner; Executive VP	11%	6%
Vice President; Director Controller	20%	21%
Account Executives Managers; Technical Research; Education	21%	23%
Other	6%	3%

TECHWIRE

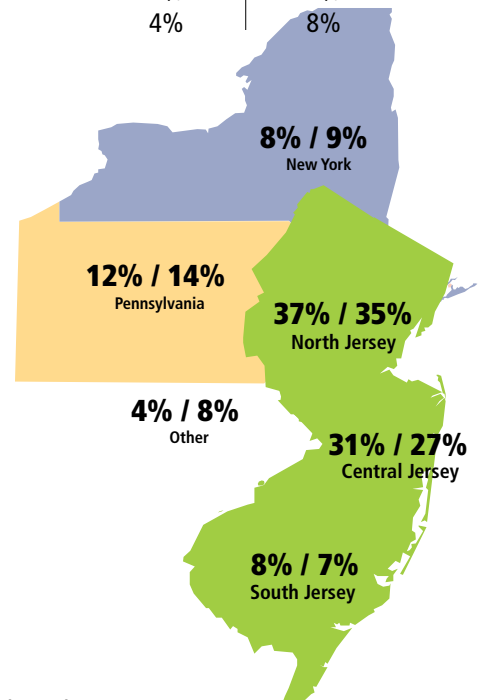
88 Average Daily Views

INDUSTRY SECTORS

	TechNews	LifesciTrends
Communications	8%	4%
EnviroEnergy	7%	5%
Electronics and Advanced Mfg.	5%	3%
Information Technology	34%	30%
Life Sciences	11%	37%
Professional		
Service Providers	19%	14%
Education, Government and Non Profit	13%	6%
IT Departments	4%	1%

LOCATION

	TechNews	LifesciTrends
North Jersey	37%	35%
Central Jersey	31%	27%
South Jersey	8%	7%
New York	8%	9%
Pennsylvania	12%	14%
Other States	4%	8%





Technology Directory

The "Technology Directory" lists more than 3600 companies and the leading professional service providers supporting them with locations in New Jersey or having a strong interest in doing business in New Jersey.

The Technology Directory is an open on line platform linking directly from njtc.org, and the "NJTC TechWire" plus is open to search engines and optimization. NJTC Members have special privileges in the Technology Directory including expanded information about the business they are in and the verticals they serve.

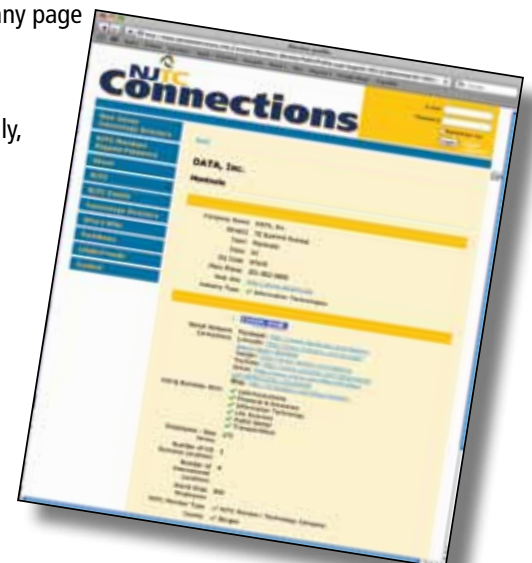
Free NJTC Member Listing Includes:

- Company name
- Web and physical address (includes county)
- NJTC Member type
- Social network connections (Twitter handle, YouTube link...)
- 30 word description
- Business category
- Does business with
- Number of NJ employees
- Number of World Wide employees
- % International business
- Number of US business locations
- Number of international locations



Expanded Listing - \$195

- All of above – plus:
- Logo – Displayed on flash page and company page
- 75 word description – Displayed on flash page and company page
- Key word search – Displayed on flash page and company page
- Three core strengths/competencies (Max 30 words)
- Up to 3 contacts – Email & phone (optional)
- The Expanded Listing is available to NJTC Members only, listings are renewable annually



Contact Leo Mennitt for additional information Lmennitt@njtc.org or 856-787-9700



NJTC TechWire

Daily Updates About The Region's Most Tech Savvy Companies

<http://njtcblog.wordpress.com>

NJTC Member Benefit

Send your content to news@njtc.org – press releases & thought leadership articles for publishing under the banner of “NJTC Member News”

Marketing Options

Premium Content – Articles run for one week as a Spotlight Feature, and can include Images, video, and audio. Spotlight Features are archived and tagged for easy search. Your company website is added to our blogroll. Spotlight Features run under custom banner monikers.

- Four article package \$750
- Ten article package \$1500
- Twenty-five article package \$3000

Advertising Options

Banner Ads – displayed on the home page sidebar.

- | | | |
|-------------|--------------|---------------|
| • 3 Months | Small: \$150 | Large: \$300 |
| • 6 Months | Small: \$275 | Large: \$550 |
| • 12 Months | Small: \$500 | Large: \$1000 |



NJTC Career Center

- Access highly-qualified, professional candidates
- Generate high return on recruitment advertisement spending
- Access to job board networks for broader job distribution to qualified candidates
- User-friendly template system
- Access thru www.njtc.org, NJTC TechWire & Technology Directory

Products/Pricing

- 60 Day Job Posting - \$225
- Posting Five Pack - \$900
- Single Resume Purchase - \$35
- 3 Month Resume Subscription - \$495



Interested? Contact Leo Mennitt for additional information lmennitt@njtc.org or 856-787-9700



NJTC Publications Specifications & Rates

MECHANICAL REQUIREMENTS

We accept print/press optimized CMYK or grayscale pdf files only. Please follow the guides below in preparing your files.

- All files will be flightchecked upon arrival. There is no charge for this service.
- Since pdf is a lock down file format, we are only responsible for the accurate output of the digital ad as submitted.

Graphics placed in the ad must be:

- CMYK or grayscale. Do NOT use RGB or PMS colours.
- eps or tif files. Do NOT use gifs or jpegs
- Line work should be scanned at least 800 ppi, halftone at least 300 ppi
- Do not scale your rasterized graphics since this changes the ppi.

Fonts:

- Use postscript fonts. Do NOT use True Type fonts as these have a tendency to cause printing problems
- Embed ALL fonts. If fonts are not embedded then default substitution may occur.
- Do NOT faux bold or italic your fonts.

Media

CD-R/CD-RW, DVD-R, or email (zipped)

Mail artwork to: Leo Mennitt, Associate Publisher
1001 Briggs Road, Suite 280, Mt. Laurel, NJ 08054
856-787-9700 • fax 856-787-9800
lmennitt@njtc.org

Email artwork to: NJTC@bonniejdesign.com

Full page

small partial horizontal

small partial vertical

Size is critical please follow listed sizes.

Freeform ads accepted but may be ruled from editorial at publishers discretion.

ADVERTISING RATES - NJTC MEMBERS

NON-MEMBERS: 20% SURCHARGE

SIZE AD (PER INSERTION) 1 TIME 2 OR MORE

All ads full color

Full page	\$1500	\$1200
Partial	600	400

Winning Combinations – in Print and Online \$5000

- 5 Full Page ads – TechNews or LifeSciTrends
- 4 TechWire Spotlight Features
- 4 Help Wanted Ads
- 12 Months Small TechWire Banner Ads
- Expanded Directory Listing

\$10,000

- 10 Full Page ads – TechNews or LifeSciTrends
- 10 TechWire Spotlight Features
- 8 Help Wanted Ads
- 12 Months Large TechWire Banner Ads
- Expanded Directory Listing and Banner Ad

Measurements in inches (width x height)

Final Trim	8.875 x 11.25
Full Page with bleed	9.125 x 11.5
safe image area	8.375 x 10.75
bleed trim	8.875 x 11.25
Full Page no bleed	7.875 x 10
Partial Page	
Horizontal	7.875 x 3
Vertical	2.4375 x 10