

INTRODUCING sjArts

The NewsCalendar for the Arts in Southern New Jersey

sjArts

● PROFILE

sjArts and its companion website, sjArts.com, are comprehensive and easy-to-use sources of information about arts events and activities in the eight counties of Southern New Jersey.

The website – sjArts.com – offers unparalleled access to arts info, plus (for registered users) a daily e-mail update on what's hot.

The newscalendar – sjArts – is the successor to “What’s On in the Arts.” Published monthly, it’s available free at 300+ locations in Camden County, neighboring communities, and beyond.

sjArts is published by Community News Network, which has published *What’s On in Haddonfield* since 1991 and *What’s On in Collingswood* since 2002.

● FORMAT

sjArts is a narrow mini-tab (6-5/16" x 10-7/8"), printed on 50lb offset and saddle-stitched. A typical issue has 32 to 48 pages.

The outside covers and six Spotlight pages are printed 4-color process. Other pages are printed in black and one color (publisher's choice).

● PUBLICATION SCHEDULE

| Issue | Date | Ad Deadline | Editorial Deadline |
|--------|-----------|-------------|--------------------|
| A001 D | Sun Feb 1 | Tue Jan 20 | Thu Jan 22 |
| A002 | Mon Mar 1 | Wed Feb 18 | Fri Feb 20 |
| A003 | Thu Apr 1 | Wed Mar 17 | Fri Mar 19 |
| A004 D | Sat May 1 | Tue Apr 20 | Thu Apr 22 |
| A005 | Tue Jun 1 | Wed May 19 | Fri May 21 |
| A006 | Thu Jul 1 | Fri Jun 18 | Mon Jun 21 |
| A007 D | Sun Aug 1 | Tue Jul 20 | Thu Jul 22 |
| A008 | Wed Sep 1 | Fri Aug 20 | Mon Aug 23 |
| A009 | Fri Oct 1 | Fri Sep 17 | Mon Sep 20 |
| A010 D | Mon Nov 1 | Tue Oct 19 | Thu Oct 21 |
| A011 | Wed Dec 1 | Fri Nov 19 | Mon Nov 22 |

● CIRCULATION

We print 15,000 copies of each issue and place them at 300+ locations in Camden County and nearby spots in Burlington and Gloucester counties, and at major arts centers beyond.

Locations include: acting schools, art framers, art schools, art and craft galleries, art and craft supply stores, bookstores, college campuses, coffee shops, community centers, costume stores, dance studios, historical societies, hotels, large law offices, libraries, major office buildings, museums, music and instrument retailers, music schools, news agencies, record stores, restaurants, retirement communities, theatres, video stores, and at festivals and special events.

For a list of pickup locations by county and town, visit sjArts.com and click on “Get sjArts in Print.”

● SOME INITIAL REACTIONS

- ◆ “Just wanted to say that I really like the format and what you ... did with [the redesigned sjArts].”
- ◆ “Congratulations! [And thanks] for bringing to everyone’s attention that South Jersey is rich and diversified in the arts.”
- ◆ “[The website] looks great, just like the print version.”
- ◆ “WOW, are we knocked out by sjArts.com! Your online site is fabulous, and what a superlative way to promote the arts here in South Jersey. I just had to congratulate you all for a top-notch site – and the ‘where-would-we-be-without-it’ print publication.”
- ◆ “[sjArts] is an excellent piece and long overdue for our region. Thank you for publishing and distributing it.”



ADVERTISING RATES & MECHANICAL DATA



● DISPLAY ADS

Each regular page of *sjArts* is laid out on a grid of 12 units – 3 units across by 4 units high. All display ads are designed to fit this grid. There are 9 possible formats, illustrated below.

To specify the size and format of an ad, you simply say, for example “two by three.” That means 2 units wide by 3 units high (= 6 units). The minimum size for display ads is 2 units (2 x 1 or 1 x 2), about the size of a business card.

Design for ads that will print in black or black + 1 color is included in the rates shown.

Ads that are 4-color process must be supplied “good to go,” in digital form. To discuss digital requirements, call (856) 428-3399.

● PAYMENT TERMS

- ◆ **New advertisers:** In advance.
- ◆ **Established advertisers with good payment history:** Net 14 days from publication date, or charged to a credit card on the 15th day.
- ◆ **Payment:** We accept cash, checks, money orders, Visa, and MasterCard.
- ◆ **Returned Check Charge:** \$25.

● DIRECTORY ADS

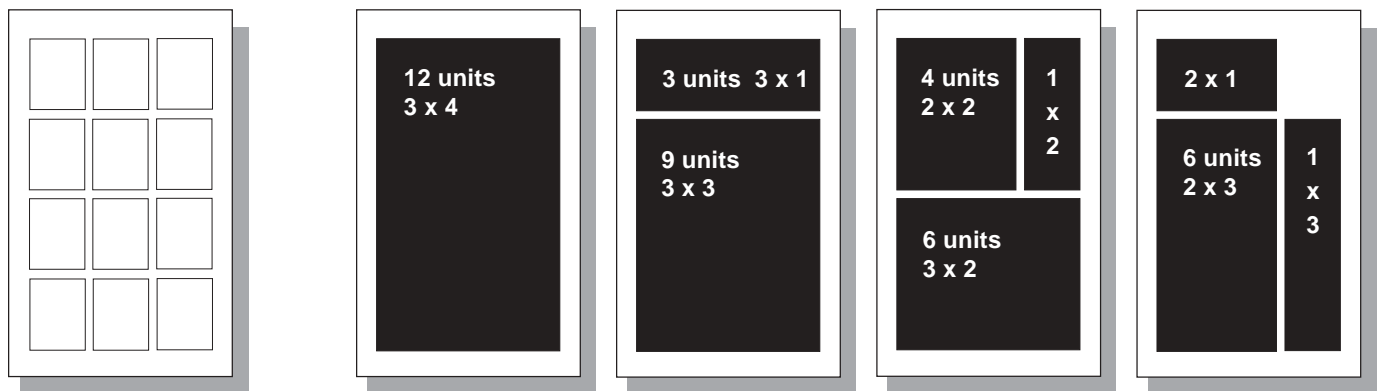
Listings can be as long or as short as you want. For billing purposes there is a 5-line minimum.

Lines 6 months 12 months
save 10%

| | | |
|---|--------|--------|
| 5 | \$ 150 | \$ 270 |
| 6 | \$ 180 | \$ 324 |
| 7 | \$ 210 | \$ 378 |

● THE 3 X 4 GRID

The 12-unit grid gives you lots of options:



● RATES GENERALLY

Rates are good through July 2004. Some discounts have been rounded. Rates are net (not commissionable by agencies).

● CAMERA-READY

“Camera-ready” means that you provide your ad complete and ready to go to the printer. If we have to do any work on your ad, it is not “camera-ready” and it will not qualify for “good-to-go” discounts.

Camera-ready ads may be:
◆ Velox prints, pmt prints, or laser prints – two copies, please – at 100% (i.e. the exact size the ad is to appear in the paper).

Please do not supply ink-jet originals (they can smudge).

● DIGITAL ADS

- Digital ads may be:
- ◆ Created in PageMaker 7.0, Quark 5.0, or Illustrator 10.0 (or lower in all cases) for Macintosh.
- ◆ Supplied on CD’s or Mac-formatted 100mb Zip disks, or
- ◆ E-mailed as .pdf files (with fonts embedded) to sjArts@usa.com or whatson@usa.com.

Before sending a file by e-mail, please compress it with a program such as Stuffit or Zip.

Ads supplied digitally qualify for “good-to-go” discounts only if they are 100% clean when received the first time.

● LINE SCREENS

85 lpi (lines per inch).
1200 dpi (dots per inch).

● SJARTS.COM

For advertising details, please call (856) 428-3399.

| Size | Display Ad Cost | | | Format | Size | |
|------|-----------------|-----|----------|--------|-------|--------|
| | Units | New | Existing | | Units | Inches |
| | | | Save 10% | | Wide | High |

RUN OF PAPER Black, or Black + 1 Color

| | | | | | |
|---|--------|--------|--------|-------|-----------------|
| 2 | \$ 144 | \$ 130 | \$ 122 | 1 x 2 | 1-11/16 x 4-5/8 |
| | | | | 2 x 1 | 3-1/2 x 2-1/4 |
| 3 | \$ 216 | \$ 194 | \$ 184 | 1 x 3 | 1-11/16 x 7 |
| | | | | 3 x 1 | 5-5/16 x 2-1/4 |
| 4 | \$ 288 | \$ 259 | \$ 245 | 2 x 2 | 3-1/2 x 4-5/8 |
| 6 | \$ 368 | \$ 331 | \$ 313 | 2 x 3 | 3-1/2 x 7 |
| | | | | 3 x 2 | 5-5/16 x 4-5/8 |

INSIDE COVERS Black, or Black + 1 Color

| | | | | | |
|---|--------|--------|--------|-------|----------------|
| 3 | \$ 248 | \$ 223 | \$ 211 | 3 x 1 | 5-5/16 x 2-1/4 |
| 6 | \$ 423 | \$ 381 | \$ 360 | 3 x 2 | 5-5/16 x 4-5/8 |
| 9 | \$ 497 | \$ 447 | \$ 422 | 3 x 3 | 5-5/16 x 7 |

Inside front cover only:

| | | | | | |
|-----|--------|--------|--------|--------|----------------|
| 12+ | \$ 646 | \$ 581 | \$ 549 | 3 x 4+ | 5-5/16 x 9-3/4 |
|-----|--------|--------|--------|--------|----------------|

SPOTLIGHT 4-Color Process

| | | | | | |
|----|--------|--------|--------|-------|----------------|
| 3 | \$ 324 | \$ 292 | \$ 275 | 3 x 1 | 5-5/16 x 2-1/4 |
| 6 | \$ 552 | \$ 497 | \$ 469 | 3 x 2 | 5-5/16 x 4-5/8 |
| 9 | \$ 648 | \$ 583 | \$ 551 | 3 x 3 | 5-5/16 x 7 |
| 12 | \$ 843 | \$ 759 | \$ 717 | 3 x 4 | 5-5/16 x 9-3/8 |

BACK COVER 4-Color Process

| | | | | |
|---------------|--------|--------|--------|-----------------|
| Bleed \$1,054 | \$ 949 | \$ 896 | 3+x 4+ | 6-5/16 x 10-7/8 |
|---------------|--------|--------|--------|-----------------|

Plus 1/2 inch on top, bottom, left. Please call (856) 428-3399 to discuss.

ARTS DIRECTORY BUSINESS DIRECTORY



The last few pages of *sjArts* carry directory listings for a wide variety of arts organizations and businesses. There is an Arts Directory and a Business Directory.

● FORMAT

Your listing can be as long or as short as you want. For billing purposes, there is a 5-line minimum.

If the name of your organization or business carries over to a second line, you will not be charged for that line.

In the body of the listing, there are approximately 40 characters and spaces per line.

If we do not currently have a category that suits your organization or business, we will create a new category. We generally follow the Yellow Pages categories.

● DATES & RATES

| Directory Deadline | Issue | Publication Date | Months | Save | Cost 5 lines | 6 lines | 7 lines | Renewal Issue | Renewal Date |
|--------------------|--------|------------------|---------|------|----------------|----------------|----------------|------------------|------------------------|
| Tue Jan 20 | A001 D | Feb 1, 04 | 6 12 | 10% | \$150 \$270 | \$180 \$324 | \$210 \$378 | A007 D A013 D | Aug 1, 04 Feb 1, 05 |
| Tue Apr 20 | A004 D | May 1, 04 | 6 12 | 10% | \$150 \$270 | \$180 \$324 | \$210 \$378 | A010 D A016 D | Nov 1, 04 May 1, 05 |
| Tue Jul 20 | A007 D | Aug 1, 04 | 6 12 | 10% | \$150 \$270 | \$180 \$324 | \$210 \$378 | A013 D A019 D | Feb 1, 05 Aug 1, 05 |
| Tue Oct 19 | A010 D | Nov 1, 04 | 6 12 | 10% | \$150 \$270 | \$180 \$324 | \$210 \$378 | A016 D A022 D | May 1, 05 Nov 1, 05 |

● TERM

New listings are accepted in February, May, August, and November. Listings run for 6 or 12 months.

● RATES

Listings cost \$5 per line per issue. A discount of 10% applies to 12-month bookings.

● PAYMENT TERMS

Directory listings must be paid in advance (ie by the Deadline Date). We accept cash, checks, money orders, Visa, and MasterCard.

● LISTING

Category

We suggest you use your Yellow Pages category.

Organization or
Business Name
Counts as 1 line

Description of
Products or Services
Need extra lines?
Attach separate sheet

Address
Only if relevant

Web Site

Phone

Contact

● ADVERTISER INFO

Advertiser:

Contact:

Rep:

Renewal Rep:

● PAYMENT METHOD

Cash
 Check
 Money Order
 Credit Card

Amount:

● PERIOD

Entry Issue: Publication Date:

Renewal Issue: Renewal Date:

Exp. | | | | | | | |

No. | | | | | | | | | | | | | | | | | |

