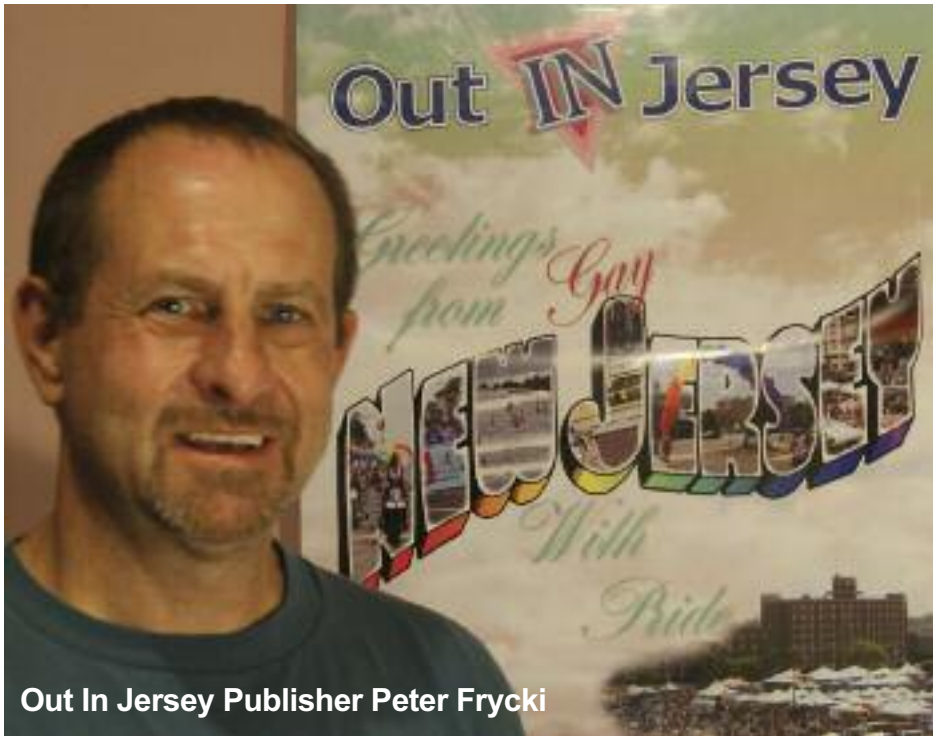


Out  **IN** Jersey



Welcome to the *Out In Jersey* community.

Over 10,000 online visitors in the lesbian, gay, bisexual, transgender (LGBT) community in the Garden State look to us each day. In addition, the glossy print magazine *Out In Jersey* reaches all of the state with over 6,000 issues bimonthly.

We keep the community informed with up to the minute updates of what is going on in all of the the state. Our staff is working hard every day to cover the news and events that affect this very unique community in this very special state.

Out In Jersey Publisher Peter Frycki

We cover it all! We cover the news, views, events, politics, pundits, books, movies and shows. We even have our very own crossword puzzle and cartoons. Please take a few moments from the busy rush of the day to become familiar with our website (www.OutInJersey.net) and our publication *Out In Jersey* magazine.

Congratulations. You have taken your first step to introduce your business to the LGBT community of New Jersey. *Out in Jersey* magazine, both online and in print, is the most read and most trusted source of information in the LGBT community in the Garden State. *Out in Jersey* bimonthly magazine reaches all of the Garden State and parts of Pennsylvania - and even a small part of Delaware and New York in print.

Our LGBT community recognizes the importance of giving back. When they are looking for something, they look in the advertisements in this magazine, on the web site, and in our twice monthly email news e-blasts.

We can help grow your business so that you too will reach this highly sought after, unique and very, very special community.

I encourage you to continue to your next step. Contact your representative from *Out In Jersey* today.

Your Representative is:

or call 609-213-9310
or email: advertising@OutInJersey.net

Why advertise with *Out In Jersey*?

Out In Jersey reader demographics

Out In Jersey is the absolute best way to advertise your business or service to over 12,000 print magazine readers bimonthly.

Out In Jersey is the only statewide magazine for and about the New Jersey LGBT community.

Out In Jersey is a full-color glossy magazine giving your ad product or service the best possible print production quality.

Out In Jersey magazine distributes 6,000 free copies to over 190 locations from North to South Jersey - covering the entire state.

On the web, www.OutInJersey.net is the #1 regional source for news, features and events online we provide a quality experience 24/7.

Out In Jersey is most trusted source for news and events about New Jersey's LGBT community.

Out In Jersey ad rates are the most efficient way to reach the highly sought after LGBT market in New Jersey both in print and online.

Out In Jersey readers online and in print have some of the best demographics a business might seek.

(all results are percentages out of 100%)

Bachelor or better college degree...	70.9
Household earns over \$100,000/yr.....	37.3
Take 4 or more vacations/yr.....	24.2
Identify as gay men	74.8
Identify as lesbians	17.7
Live in the suburbs	31.5
Live in an urban/big city.....	24.3
Live in small town.....	15.9
Live in Medium sized city.....	12.4
Live in rural or resort community.....	5.6
Own their home.....	58.0
Rent their home/apt.....	33.6
Other living situation.....	8.4
Married/C.U./Partnered.....	43.7
Single/live alone.....	30.5
Raising children.....	11.0

In the next year our readers:

Plan a major vacation.....	39.3
Plan to purchase an Automobile.....	18.5
Plan to purchase a HD TV.....	20.9
Plan to purchase a laptop computer....	18.0
Plan to purchase furniture.....	16.6

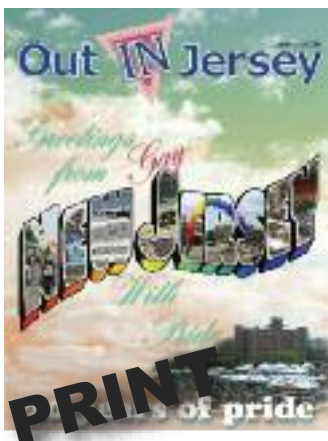
Each week our readers:

Dine out with friends.....	39.5
Go to a bar or club.....	21.9
Watch a DVD at home.....	51.9

Other interesting demographics:

Receive cable TV.....	67.8
Receive FIOS TV.....	13.1
Receive satellite TV.....	13.6
Download via internet TV.....	9.0
Take vitamins/supplements daily....	62.2
Start saving for retirement at 45.....	17.3
Start saving for retirement at 35.....	33.5
Start saving for retirement at 25.....	30.3
Prefer an LGBT Financial Planner.....	36.6

Survey conducted between May 14, 2010 – July 21, 2010 by Community Marketing Inc.
Responses Analyzed: 254



PRINT

ONLINE

Print magazine AD RATES

Advertising rates are guaranteed through December 31, 2012.

Size of ad	one time	**3-5 times	**6 times
Full Page	\$1010	\$959.50 (x3)	\$808 (x6)
3/4 Page	850	807.50 (x3)	680 (x6)
Half Page	600	570 (x3)	480 (x6)
3/8 Page	500	475 (x3)	400 (x6)
Quarter Page	330	313.50 (x3)	264 (x6)
1/8 Page	170	161.50 (x3)	136 (x6)
1/12 Page	140	133 (x3)	112 (x6)

* PREMIUM AD PLACEMENT

Full Page Back Cover *	\$1818	\$1727.10 (x3)	\$1454.40 (x6)
Full Page Inside Front (2-3) *	1414	1343.30 (x3)	1131.20 (x6)

Out In Jersey basic graphic work is available at \$50 for the first hour and \$35/hour for each additional hour - as may be needed. Please call for details if you need help with ad design.
Special placement of your *Out In Jersey* ad is available.

Magazine insert advertising

Special inserts are available. Please call for more details on sheet, postcard and booklet inserts.

Print specs in inches - Width x Height

Twelfth of a page ads are	2.35 x 2.35"
Eighth page ads can be	3.69 x 2.43"
	2.43 x 3.69"
	4.86 x 4.45"
Quarter page ads can be	3.69 x 4.86"
	4.86 x 3.69"
	7.5 x 2.43"
	2.43 x 7.5"
Three-Eighth page ads can be	3.69 x 7.5"
	7.5 x 3.69"
Half Page ads can be	7.5 x 4.86"
	4.86 x 7.5"
Three Quarter page ads are	7.5 x 7.25"
Full pg. ads are full bleed live area is	8 ^{3/8} x 10 ^{7/8}

Other important notes on print specs

Full page ads should be set up as 8.75 x 11.5" - the outside 1/2 inch on all sides is the possible ink "bleed" off of the page. Please do not place any important text or graphic images too near the edge on a full page if you are using a full page bleed. *Out In Jersey* pages are trimmed to 8 ^{3/8}" x 10 ^{7/8}"

Ads are preferred as e-mail attachments. They should be sent as an e-mail jpg, pdf, png file. Ads should be set up to EXACT size specifications by your graphics designer. Files must be 300 dpi or better.

All ads MUST fit within size limitations. We reserve the right to resize your ad - if necessary. Fonts MUST be embedded with the file if using pdf files. After the ad is designed please send it to advertising@outinjersey.net as an attachment to an e-mail.

If not sure about your ad specs- or if you need assistance - please do not hesitate to call *Out In Jersey* after 1 pm daily at 609-213-9310 before sending your file. No refunds are given on your poor ad quality if it is the advertisers fault. All "make good" by *Out In Jersey Inc.* on print advertising problems that are the fault of *Out In Jersey Inc.* will consist of another ad in the next upcoming issue. Online web ad problems will be fixed online within 4 days and then extended for an additional time period of not more than one week.

All print magazine advertisers will receive a copy of the issue that the ad appears in.

* If available - Please call ahead of time to reserve these PREMIUM spaces as far in advance as possible.

**Multiple time rate reductions must be reached on ad insertion orders with full pre-payment or a completed legal contract with 50% payment in advance and the second 50% payment within 10 days of the third ad in print. Ad agency net rates are honored with a signed contract only- unless paid ALL IN ADVANCE.

Online web banner AD RATES

Advertising rates are guaranteed through December 31, 2012.

Top Banner web ad (728 x 90 pixels height)	\$35/month
Right side promo web ad (300 wide x 250 pixels height)	\$35/month
Online Banner ad set-up (one-time)	\$15
Online switch/change ad fee (each time)	\$10

Basic online advertising is random rotation on the OutInJersey.net website. Every online ad is also included once per month in the email blast updates. Online advertising has a one-time \$15 set-up fee. The switch/change fee is only applied when an ad is changed more than twice during the online contract. Please take advantage of the 10% discount on full-year online ad contracts.

Special promotional campaigns

Please call for details on special events and online promotions. We can work out a marketing campaign that is especially tailored to your business needs.

Special Savings with an ALL INCLUSIVE marketing package

We offer a special marketing package for small business owners that includes, print, online banners and email blast ads as part of a full year package. In print, the package includes a full year listing in the services section and an eighth page ad. On the web, the package includes a full year of weblinks from our site and a side banner ad with a link to your site in rotation. The email blast

portion includes a once-a-month ad with clickable link to your business site as part of our news updates to our online subscribers. All of this is just \$676 total cost (20% less than our best print ad rate with all the premium online banner ad extras at no additional charge. This is our best value for the first year of marketing with *Out In Jersey* to the LGBT community.



PRINT



ONLINE



EMAIL blast

Distribution:

Out In Jersey print magazine is a mostly free distribution print magazine at 195-plus locations from Rehoboth DE and Cape May to E. Stroudsburg PA , Bergen County and White Plains NY.

The updated location list is always available online at www.OutInJersey.net in the "Where to get Out In Jersey" tab located on the bottom of the home page.



Print Editorial and Production Schedule for 2012-2013

Valentines issue February - March 2012 - issue Vol. 17, No.2 will be available on 1/26/12
Payment/space reserve deadline 1/02/12
Electronic file art and mailed ads copy due date - 1/6/12

Spring issue April - May 2012 - issue Vol. 17, No.3 will be available on 3/29/12
Payment/space reserve deadline 3/05/12
Electronic file art and mailed ads copy due date - 03/09/12

Annual Gay Pride issue June - July 2012 - issue Vol. 17, No. 4 will be available on 5/31/12
Payment/space reserve deadline 5/07/12
Electronic file art and mailed ads copy due date - 5/11/12

Beach issue August - September 2012 - issue Vol. 17, No. 5 will be available on 7/26/12
Payment/space reserve deadline 7/02/12
Electronic file art and mailed ads copy due date - 7/06/12

Fall Election issue October - November 2012 - issue Vol. 17, No. 6 will be available on 9/27/12
Payment/space reserve deadline 9/04/12
Electronic file art and mailed ads copy due date 9/07/12

Holiday issue December 2012 -January 2013 - issue Vol. 18, No.1 will be available on 11/23/12
Payment/space reserve deadline 10/30/12
Electronic file art and mailed ads copy due date - 11/02/12

Valentines issue February - March 2013 - issue Vol. 18, No.2 will be available on 1/31/13
Payment/space reserve deadline 1/02/13
Electronic file art and mailed ads copy due date - 1/4/13

