



OVER 30 YEARS OF PUBLISHING EXCELLENCE.

# MUSA...Connecting New Jersey Businesses

## THE POWER OF 6 ISSUES \*PLUS MUSA ONLINE!

- We are a North Jersey Regional publication that reaches people who work and live in the Meadowlands, and the Bergen, Hudson, Essex, and Passaic County corridor, along with groups and individuals visiting the region.
- We have the second highest circulation of any business magazine in New Jersey.
- Advertising in MUSA is one of the best ways to reach leading companies in the public, private and manufacturing sectors.
- Direct mailed to business leaders, government offices, municipal complexes. Bulk distributed to more than 75 locations in the region, including hotels, restaurants, banks and corporate office buildings.
- Meadowlands USA is now also online at [www.meadowlands.org](http://www.meadowlands.org) in page-turning format! Readers can click your ad to link directly with your website.
- For MUSA (Print) - All Issues of Meadowlands USA are online at [www.meadowlandsusa.com](http://www.meadowlandsusa.com) in Digital Format that includes all display ads linked to advertisers websites or URL.
- Our ONLINE EDITIONS for 2017 OFFER:
  - Display quality for multiple users that make this platform optimal for all devices and browsers without an app.
  - Embed rich media: video, photos, audio directly into Meadowlands USA online, without navigating readers out and into another website.
  - Built in analytics for advertisers allows measuring to view performance and optimize future content based on readership.

Total Circulation: 10,000 • Total Readership: 36,400  
Based on a Pass-Along Readership of 3.64



2017

Special Bonus  
Distribution at Education  
Summit Event!

### FEBRUARY ISSUE

- Banking/Business Financing
- Education Summit Preview
- PR/Marketing/Ad Firms: Getting Your Story Out There
- Building Up The Region: Recent, Current & Planned Developments (Engineering/Architects/Construction)

### APRIL ISSUE

- Accounting Firms
- Commercial Real Estate Trends & Updates
- Greening Your Business: Strategies to Save Both Money & The Environment

### JUNE ISSUE

- The Financial Issue - Real Estate Lending
- The Building Services Issue with Directory
- Colleges & Universities: Maintaining An Educated Workforce
- Labor & Job Hiring Trends
- Women Leadership Roundup

### AUGUST ISSUE

- Special Section: Health & Wellness Resource Guide
- Community Voice - Business Improving our Community
- Hospitals: Developments, Innovations & Partnerships
- Disaster Preparedness & Business Continuity Planning
- Utility Companies: Disaster Preparedness

### SPECIAL ISSUE: Meadowlands Chamber/2040 Foundation: Economic Development/Relocation Guide

Issue Date: September 2017

Space Deadline: 7/26/17

Bonus Distribution at 2017 Thought Leaders Conferences

### OCTOBER ISSUE

- Corporate Giving: Benefits of Community Partnerships
- Lending Trends: State of Banking
- Development Project Roundup
- Retirement & Estate Planning
- Relocation Guide

### DECEMBER ISSUE

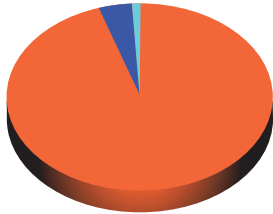
- Continuing Education - Certificate Programs
- Special Section - Retirement Planning includes Service Directory
- The Relocation Issue - Services for Your Business
- Holiday Event Planning Issue
- International Business Spotlight
- Aviation Roundup
- Colleges & Universities: Continuing Education Options



### Circulation By State

Meadowlands USA is written primarily for New Jersey businesses, with 95% of our readership working here in the Garden State.

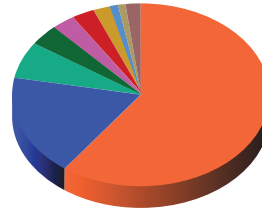
New Jersey, 95%   New York, 4%   Other, 1%



### Circulation By County

Most of our readers work in Bergen County (60%) or Hudson County (18%) with sizeable readership levels in surrounding Metropolitan counties.

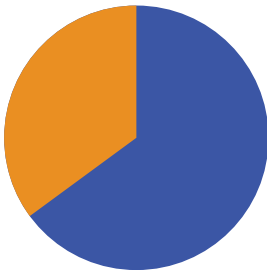
Bergen, 60%  
Hudson, 18%  
Essex, 6%  
Passaic, 4%  
Morris, 3%  
New York City, 3%  
Union, 2%  
Middlesex, 1%  
Monmouth, 1%  
Other, 2%



### Circulation By Company Size

65% of the business organizations that Meadowlands USA is distributed to, have more than 20 employees.

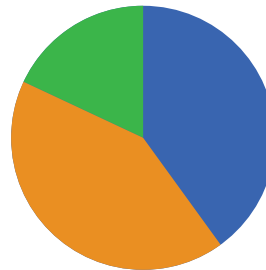
More Than 20 Employees, 65%   20 or Less Employees, 35%



### Professional Level of Readers

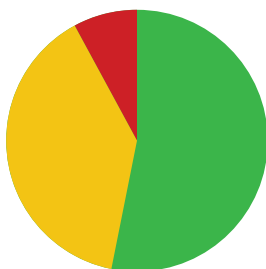
Meadowlands USA connects you with an audience of business leaders with 82% of our professional readership having a business owner, principal, C-Suite, director, manager, or executive level title.

Owner, Principal or C-Suite, 18%  
Executive, Manager or Director, 42%  
Other Professional Level, 40%



### Decision-Making & Purchasing Power

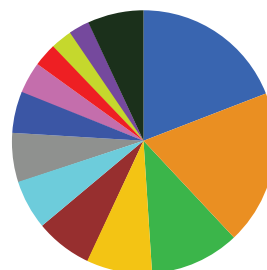
Are you looking to connect with executives who make purchasing-power decisions at business throughout the Meadowlands? 92% of our readers report they have influence in the decision to purchase products, goods and services for their organization.



Full Decision-Making Power, 53%  
Cooperative Decision-Making Power, 39%  
Limited Decision-Making Power, 8%

### Diversified Industry

The readership of Meadowlands USA is dynamically diversified with our readers working in a variety of fields. Our footprint spans across a myriad of industries in Northern Jersey.



Banking, Financial, Investments & Insurance, 19%  
Hotels, Restaurants, Retail, Hospitality & Entertainment, 19%  
Health, Medical, Personal Care & Wellness, 11%  
Legal & Accounting, 5%  
Media, Marketing, Public Relations, 7%  
Technology & Telecommunications Solutions, 6%  
Construction, Design, Engineering Contracting, 6%  
Logistics, Distribution & Shipping, 5%  
Manufacturing, 4%  
Non-Profit Organizations, 3%  
Colleges & Educational Institutions, 6%  
Government, Public Advocacy & Public Agencies, 2%  
Other, 7%



# MUSA Features:

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## A CONSUMER & BUSINESS PUBLICATION SPOTLIGHTING:

Government	Shopping	Upcoming Events
Public Affairs	Human Interest	Professional Commentary
Dining	Accommodations	Business News
Sports, Travel	Editorial	Commercial Issues

## HERE ARE SOME OF OUR REGULAR FEATURES:

### Business Wise

Experts share their thoughts on maximizing success. A "How To" primer on a variety of important business topics.

### Meet The CEO

Featuring interviews with selected CEOs in the Meadowlands region and beyond.

### International Business Spotlight

Articles to help educate our readers about the ever-changing global economy.

### Health & Wellness

Information, trends and updates on the latest methods of maintaining good health and wellness.

### Legal/Accounting

Providing timely and important information to help you run your business.

### Tech Talk

Informative and practical information regarding the use of technology in your daily business life.

### Economic/Environmental Update

News pertaining to the Meadowlands district, provided by the New Jersey Meadowlands Commission, and news and articles pertaining to businesses in the region and their efforts to 'go green.'

### Investment/Banking/Insurance

Informative articles supplied by our members for guidance in these three specific industries.

### Made in the Meadowlands

Highlights specific companies and their skilled workforce who manufacture products in our area.

### Top Chef

Features a Chef from one of the many fine restaurants located in the Meadowlands region.

### Advocacy & Public Affairs

Focuses on important issues facing the region that affect the economy and the quality of life.

## 2017 PUBLICATION CALENDAR

Issue: <b>FEBRUARY 2017</b>	Space Deadline: 1/24/17	Materials Due: 1/27/17
Issue: <b>APRIL 2017</b>	Space Deadline: 3/21/17	Materials Due: 3/24/17
Issue: <b>JUNE 2017</b>	Space Deadline: 5/23/17	Materials Due: 5/26/17
Issue: <b>AUGUST 2017</b>	Space Deadline: 7/24/17	Materials Due: 7/28/17
Issue: <b>Economic Development Relocation Guide 2017</b>	Space Deadline: 7/26/17	Materials Due: 7/30/17
Issue: <b>OCTOBER 2017</b>	Space Deadline: 9/18/17	Materials Due: 9/22/17
Issue: <b>DECEMBER 2017</b>	Space Deadline: 11/17/17	Materials Due: 11/22/17



AD SPECIFICATIONS

Page Layout:

Trim: 8-1/2" x 11 • Bleed: 8-3/4" x 11-1/4" • Safety: 3/8" margin

Ad Units Sizes:

- Full Page Bleed: 8-3/4" x 11-1/4"
Full Page Non-Bleed: 7-3/4" x 10-1/4"
2/3 Page (V): 5" x 10-1/4"
1/3 Page (V): 2-1/2" x 10-1/4"
1/2 Page (H): 7-3/4" x 5"
1/2 Page (V): 3-3/4" x 10-1/4"
1/4 Page (H): 5" x 3-3/4"
1/4 Page (V): 3-3/4" x 5"
1/8 Page (H): 3-3/4" x 2-1/4"

ACCEPTABLE FORMATS

Electronic Files Only

- PDFs (preferred) - EMBED ALL FONTS IN PDF. USE ONLY "Type 1" fonts. (NO "True Type" Fonts.) ALL EMBEDDED IMAGES IN PDF MUST BE CMYK TIFFS OR EPS FILES (high resolution, 300dpi). NO RGB images, Corell Draw images, or Spot colors
PC- Only Press Ready PDFs accepted (see above) or ads sent in JPEG or TIFF format. NO MicroSoft Word Documents accepted as final art.
Email PDF files to: Evan.eagleson@theeighty6.com

MEMBER ADVERTISING RATES

Table with 4 columns: Ad Unit, 4 COLOR, 1X, 3X, 6X. Rows include Full Page, 2/3 Page, 1/2 Page, 1/3 Page, 1/4 Page, 1/8 Page for both 2 COLOR (process) and B&W.



New for 2017!

Maximize Your Companies Exposure

Advertise on the Front and Back Covers on our wrap-around Belly Band - available on each issue we Direct Mail.

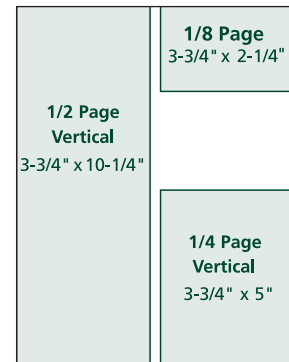
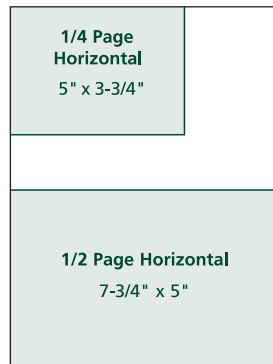
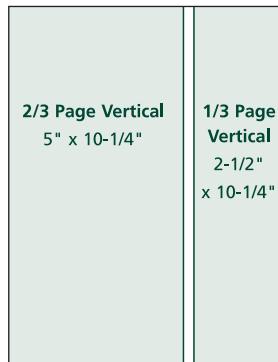
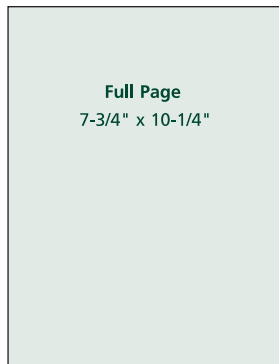
Band Size: 5"high x 17.25"wide
Ad Size (front & back): 4"h x 7.5"w
Cost: \$4,500

COVERS (4 color only) (additional 10% for bleed)

Table with 2 columns: Cover Type, Rate. Rows include Front Cover, Inside Front Cover, Page 1, Inside Back Cover, Back Cover.

Recognized Ad Agencies receive 15% commission from gross rate on all ads insertions.

\*Inquire about non-member rates. For a nominal fee our art department can assist you with designing and producing your ad.



ADVERTISING SALES: Martha Morley • 201.493.7996 • greerentps@aol.com or visit www.meadowlands.org, click "Publications"

Materials:

All space reservation forms, insertion orders, and ad materials should be sent to: Greer Enterprises, Inc., 700 Parsons Road, Ridgewood, NJ 07450
All checks should be made payable to: Meadowlands Publishing



Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Issue of Publication(s):

FEBRUARY 2017  APRIL 2017  JUNE 2017  AUGUST 2017  OCTOBER 2017  DECEMBER 2017

How should company be listed in Advertising Index: \_\_\_\_\_

Company Website address for Advertising Index: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Who should be billed for advertising:  Company  Agency

Ad Title: \_\_\_\_\_ Ad Color: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Ad Position: \_\_\_\_\_

Ad Cost (Gross): _____
Ad Cost (2040 Foundation: Economic Development/Relocation Guide): _____
Ad Cost (Meadowlands Liberty CVB 2017 Guide): _____
Ad Agency Discount/Net Rate: _____

Please indicate payment option:  Bill me now  Bill me later

If paying by credit card:  AmEx  Visa  Mastercard

Name (as it appears on the front of the card): \_\_\_\_\_

Exp.Date: \_\_\_\_\_ 3-Digit Security Code (Visa, MC): \_\_\_\_\_ 4-Digit Security Code (AmEx): \_\_\_\_\_

Card Number: \_\_\_\_\_ Amount to Be Billed: \_\_\_\_\_

Signature: \_\_\_\_\_

By signing this contract the advertiser agrees to forward payment for advertising within 45 days of publishing. All first time advertisers are required to supply a credit card to be charged after the 45 days if payment by check is not received.

Email this form to: [greerentps@aol.com](mailto:greerentps@aol.com)

Greer Enterprises, Inc., Martha Morley, 700 Parsons Rd., Ridgewood, NJ 07450 • Tel. 201.493.7996

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