



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 Bonus Distribution at Bergen Business Expo Event

- Economic Development By the Numbers
- Economic Development: Focus On Hudson & Focus on Bergen
- Commercial Real Estate Trends & Updates
- Greening Your Business: Strategies to Save Both Money & The Environment

### JUNE ISSUE

- Real Estate Section: Transactions & Trends
- The Building Services Issue with Directory
- Continuing Education: Maintaining An Educated Workforce
- Workforce & Job Hiring Trends
- Women Leadership Roundup

### AUGUST ISSUE Bonus Distribution at Mdest Tourism Conference

- Women In Leadership: Executive Profiles
- Commercial Real Estate Report & Trends
- Keeping The Region Healthy: Healthcare Developments & Updates
- Made In The Meadowlands: Manufacturing Sector Focus
- Your Special Event: Ideas For Your Next Corporate Occasion

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

Issue Date: October 2017

Space Deadline: 8/4/17

Bonus Distribution at 2017 Thought Leaders Conference

### OCTOBER ISSUE Bonus Distribution at Chamber Annual Meeting

- Retirement & Estate Planning
- Lending Trends: State of Banking
- Development Projects Roundup
- Women In Leadership: Executive Profiles
- Holiday Event Planning

### 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



## We're Here to Help You Succeed!

We've been helping businesses effectively reach their audiences for 30 years

MUSA has the best ad value rates out of all New Jersey Business Publications... Award-winning color/glossy... Great distribution. (Special discounts for 1st time advertisers). And now one more great reason to advertise in MUSA... each issue now appears on our website [www.meadowlands.org](http://www.meadowlands.org) at no additional charge to advertisers.

**Space Deadline:**  
**Sept. 18**

**Materials Due:**  
**Sept. 22**

**Issue Date:**  
**Oct. 2017**

### 2017 Editorial Calendar OCTOBER 2017

Bonus Distribution: Chamber Annual Meeting

- Retirement & Estate Planning
- Lending Trends: State of Banking
- Development Projects Roundup
- Women In Leadership: Executive Profiles
- Holiday Event Planning

### Ad Sizes Available

**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"

**Page Layout:**

- Trim: 8-1/2" x 11"
- Bleed: 8-3/4" x 11-1/4"
- Safety: 3/8" margin
- Column Width: 2-1/4" w (3 Columns per page)

### 2017 Advertising Rates

4 COLOR	1X	3X	6X
Full Page	\$1,840	\$1,650	\$1,485
2/3 Page	1,350	1,216	1,092
1/2 Page	1,040	936	842
1/3 Page	905	775	697
1/4 Page	540	500	457

2 COLOR (process)	1X	3X	6X
Full Page	\$1,435	\$1,300	\$1,170
2/3 Page	1,050	946	853
1/2 Page	790	\$717	645
1/3 Page	572	494	436
1/4 Page	436	395	353

B&W	1X	3X	6X
Full Page	\$1,310	\$1,180	\$1,055
2/3 Page	962	863	754
1/2 Page	738	660	608
1/3 Page	500	457	416
1/4 Page	400	359	328

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

Front Cover	\$7,280
Inside Front Cover	\$2,288
Page 1	\$2,288
Inside Back Cover	\$2,288
Back Cover	\$2,704

**Marketplace Advertising Section**

1/8 page Color	\$203
1/8 page B&W	\$182

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

**ADVERTISING SALES:** Call Martha Morley at (201) 493-7996 [greerentps@aol.com](mailto:greerentps@aol.com)  
Please email all ad files to: [evan.eagleson@theeighty6.com](mailto:evan.eagleson@theeighty6.com)



# MEADOWLANDS USA 2017 PRINT ADVERTISING RESERVATION CONTRACT

**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: _____

**How do you want to pay?**    Check/PO    Credit Card

**When do you want to get billed?**    Bill me now    Bill me later (upon publication)

**Type of credit card:**    AmEx    Visa    Mastercard

All advertisers must provide credit card information. If payment is not received within 45 days of invoice date then this card will be charged.

**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 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

**Billing:** All checks should be made payable to: Meadowlands Publishing

## 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: 8/4/17	Materials Due: 8/8/17
Issue: <b>Economic Development Relocation Guide 2017</b>	Space Deadline: 8/4/17	Materials Due: 8/8/17
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

RELEASED OCT. 2017