



OVER 30 YEARS OF PUBLISHING EXCELLENCE.

## 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 Meadowlands in 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.
- We are also online at [www.meadowlandsusa.com](http://www.meadowlandsusa.com) 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 a digital format that includes all display ads linked to advertisers web-sites or URL.
- Distributed at Meadowlands Regional Chamber events throughout the year, with exclusive distribution for select issues at the Chamber's signature events.
- Distribution is increased in 2018 to accommodate a growing direct-mail audience.
- REACH A CAPTIVE BUSINESS TO BUSINESS AUDIENCE: 92% of distribution audience report that they have decision-making power in their organization when it comes to purchasing goods & vendor services. Over 53% report having full decision-making power.

Total Circulation: 12,000 Total Readership: 48,000  
Based on a Pass-Along Readership of 4



2018

## MARCH ISSUE

- Business Banking Trends
- Meadowlands Leadership Awards Feature
- Accounting Firms Advisory: Avoid Common Mistakes & Save Money
- Building Up The Region: Recent, Current & Planned Developments (Engineering/Architects/Construction)
- Continuing Education & Business Training Department

**Special Bonus Distribution:**  
Annual Leadership Awards Luncheon

## APRIL ISSUE

- PR/Marketing/Ad Firms: Getting Your Story Out There
- Commercial Real Estate Trends & Updates
- Food Industry: Production, Manufacturing & Distribution

**Special Bonus Distribution:**  
Golf Outing

## JUNE ISSUE

- 'Building Services Issue' with Directory Listings
- Women In Leadership: Roundtable
- Colleges & Universities: Maintaining An Educated Workforce
- Life & Health Sciences: Chemical, Pharmaceutical & Laboratory
- Making The Most Of Summer 'Downtime'

**Special Building Services Distribution:** Enhanced Direct Mail

## SEPTEMBER ISSUE

- Special Section: Health & Wellness Resource Guide
- Live From The Meadowlands: Tourism & Hospitality
- Hospitals: Developments, Innovations & Partnerships
- Disaster Preparedness & Business Continuity Planning
- Tips & Advice For The Business Traveler

**Special Bonus Distribution:**  
Transportation Summit

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

Issue Date: September 2018 | Space Deadline: 6/8/18  
See special sell sheet for pricing structure.  
Bonus Distribution at 2018 Thought Leaders Conference

## OCTOBER ISSUE

- Corporate Giving: Benefits of Community Partnerships
- Lending Trends: End Of Year State of Banking
- Development & Construction: New Visions For The Meadowlands
- Retirement & Estate Planning Advisory & Directory Listings
- Your Corporate & Personal Holiday Planning Guide

**Special Bonus Distribution:**  
Annual Meeting

## DECEMBER ISSUE

- Continuing Education: Certificate Programs
- CEO Roundtable
- Economic Development Resources For Your Business
- Holiday Event Planning Issue
- International Business Focus
- Aviation Roundup: Teterboro Spotlight
- Relocations & Expansions: Welcome To The Meadowlands



## 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:**  
**Oct. 4**

**Materials Due**  
**Oct. 5**

**Issue Date:**  
**Oct. 2018**

### 2018 Editorial Calendar October 2018

- Corporate Giving: Benefits of Community Partnerships
- Lending Trends: End Of Year State of Banking
- Development & Construction: New Visions For The Meadowlands
- Retirement & Estate Planning Advisory & Directory Listings
- Your Corporate & Personal Holiday Planning Guide

#### 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" 5"
- 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)

### 2018 Advertising Rates

4 COLOR	1X	3X	6X
Full Page	\$1,910	\$1,710	\$1,490
2/3 Page	1,390	1,260	1,050
1/2 Page	1,080	990	880
1/3 Page	930	790	720
1/4 Page	550	510	460

2 COLOR (process)	1X	3X	6X
Full Page	\$1,490	\$1,350	\$1,190
2/3 Page	1,090	980	880
1/2 Page	710	740	660
1/3 Page	580	510	450
1/4 Page	450	410	360

B&W	1X	3X	6X
Full Page	\$1,350	\$1,190	\$1,085
2/3 Page	990	890	780
1/2 Page	750	680	620
1/3 Page	510	470	420
1/4 Page	410	370	330

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

Front Cover	\$7,500
Inside Front Cover	\$2,290
Page 1	\$2,290
Inside Back Cover	\$2,290
Back Cover	\$2,750

**Marketplace Advertising Section**

1/8 page Color	\$210
1/8 page B&W	\$190

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 2018 PRINT ADVERTISING RESERVATION CONTRACT

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

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

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

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

**Issue of Publication(s):**

FEBRUARY 2018    APRIL 2018    JUNE 2018    SEPT. 2018    OCTOBER 2018    DECEMBER 2018

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)**

Meadowlands Publishing, 201 Route 17 North, 2nd Floor, Rutherford NJ 07070   (201) 939-0707

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

**2018 PUBLICATION CALENDAR**

Issue: <b>MARCH 2018</b>	Space Deadline: 2/23/18	Materials Due: 2/26/18
Issue: <b>APRIL 2018</b>	Space Deadline: 3/2/18	Materials Due: 3/7/18
Issue: <b>JUNE 2018</b>	Space Deadline: 5/16/18	Materials Due: 5/22/18
Issue: <b>SEPTEMBER 2018</b>	Space Deadline: 8/27/18	Materials Due: 8/29/18
Issue: <b>Economic Development Relocation Guide 2019</b>	Space Deadline: 6/8/18	Issue Date: Sept. 2018
Issue: <b>OCTOBER 2018</b>	Space Deadline: 10/4/18	Materials Due: 10/5/18
Issue: <b>DECEMBER 2018</b>	Space Deadline: 11/2/18	Materials Due: 11/7/18