

Forward Janesville 2023 Media Guide

FJI•Report Quarterly Magazine + FJI Annual Membership Directory

IT PAYS TO PLAN AHEAD

Interested in reaching a highly engaged audience of thousands of qualified business contacts? Secure your ad space in Forward Janesville's only direct-mailed print and interactive online publications: the quarterly FJI•Report magazine and the annual Forward Janesville Membership Directory & Business Guide. Sign on early before space is no longer available!

Advertisers receive significantly discounted pricing on bundled Directory and FJI•Report advertising, plus six bonus digital ads with a full-page or premium placement. We can provide design at no cost if needed, adding additional value.

Contact Laura Barten at laurabarten@gmail.com before March 31 for more details and the best possible pricing.

REACH KEY TARGETS

The FJI Membership Directory & Business Guide is directly distributed to members and more—in addition to direct mail, the Directory is shared with new members, used as a recruitment and economic tool, placed in public spaces, and available to new community members. An online version, which includes direct website links from advertiser pages, is made available after the print publication mails. Today, we are reaching more than three times the number of FJI members and community stakeholders as compared to prior years.

The quarterly FJI Report magazine has consistently expanded its audience over the past six years, now reaching more than 2,000 area business professionals each quarter.

Engagement is high. Nearly 100% report reading The FJI•Report regularly, and 65% report placing the magazine in a waiting room or other public space.

BENEFITS

- Additional discounts for advertisers securing space in both the annual FJI Membership Directory & Business Guide and at least two issues of the quarterly FJI•Report magazine.
- All advertisers have first right of refusal on space going forward, ensuring you access when at capacity, as we were in 2022.
- Free digital advertising bonus for ALL full-page advertisers.



MAXIMIZE YOUR INVESTMENT

- Enhance brand recognition with key business and community leaders
- Spotlight new products and services
- Promote upcoming events or charitable causes
- Support our community's continued economic development and growth
- Increase exposure and engagement with up to five times per year print and interactive online exposure

Kindly review and make your selections to take full advantage of this opportunity to reach 2,000+ regional business and community members at the lowest rates available.

Ad sales close March 31, 2023.



2023 MEDIA GUIDE

Advertising Agreement (Please Print) Date: _____

Company Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Billing Address (if different): _____

Company Name: _____

Address: _____

City/State/Zip: _____

BUNDLED CONTRACT OPTIONS

SAVE BY BUNDLING 4X/YEAR FJI•REPORT AND FJI ANNUAL MEMBER DIRECTORY

Ad Rates and Frequency:

	4x/year FJI•Report	1x/year FJI Directory
BUNDLED: FJI•Report (4x/year) + FJI Member Directory:		
<input type="checkbox"/> Inside Front Cover, Inside Back Cover & Back Cover: 8-1/2"w x 11"h*	\$1195 (x4)	\$2395 (x1)
<input type="checkbox"/> Full Page: 8-1/2"w x 11"h*	\$1075 (x4)	\$1855 (x1)
<input type="checkbox"/> Half Page (horizontal): 7-1/2"w x 4-7/8"h	\$600 (x4)	\$975 (x1)
<input type="checkbox"/> Half Page (vertical): 3-1/2"w x 10"h	\$600 (x4)	\$975 (x1)
<input type="checkbox"/> Quarter Page: 3-1/2"w x 4-7/8"h	\$445 (x4)	\$700 (x1)
<input type="checkbox"/> Eighth Page: 3-1/2"w x 2-3/8"h	\$325 (x4)	\$450 (x1)

SAVE BY BUNDLING 2X/YEAR FJI•REPORT AND FJI ANNUAL MEMBER DIRECTORY

Ad Rates and Frequency:

	2x/year* FJI•Report	1x/year FJI Directory
BUNDLED: FJI•Report (2x/year) + FJI Member Directory:		
<input type="checkbox"/> Inside Front Cover, Inside Back Cover & Back Cover: 8-1/2"w x 11"h*	\$1245 (x2)	\$2495 (x1)
<input type="checkbox"/> Full Page: 8.5"w x 11"h*	\$1095 (x2)	\$1940 (x1)
<input type="checkbox"/> Half Page (horizontal): 7.5"w x 4.875"h	\$650 (x2)	\$1025 (x1)
<input type="checkbox"/> Half Page (vertical): 3.5"w x 10"h	\$650 (x2)	\$1025 (x1)
<input type="checkbox"/> Quarter Page: 3.5"w x 4.875"h	\$475 (x2)	\$750 (x1)
<input type="checkbox"/> Eighth Page: 3.5"w x 2.375"h	\$375 (x2)	\$475 (x1)

Please select two quarters for your FJI•Report ad: ☐ March ☐ June ☐ September ☐ December

INDIVIDUAL CONTRACT OPTIONS

Ad Rates and Frequency:

4x/year

2x/year*

1x/year*

FJI•Report ONLY:

Inside Front Cover, Inside Back Cover & Back Cover: 8.5"w x 11"h	<input type="checkbox"/> \$1295 (x4)	<input type="checkbox"/> \$1345 (x2)	<input type="checkbox"/> \$1495 (x1)
Full Page: 8.5"w x 11"h*	<input type="checkbox"/> \$1050 (x4)	<input type="checkbox"/> \$1145 (x2)	<input type="checkbox"/> \$1245 (x1)
Half Page (horizontal): 7.5"w x 4.875"h	<input type="checkbox"/> \$675 (x4)	<input type="checkbox"/> \$700 (x2)	<input type="checkbox"/> \$725 (x1)
Half Page (vertical): 3.5"w x 10"h	<input type="checkbox"/> \$675 (x4)	<input type="checkbox"/> \$700 (x2)	<input type="checkbox"/> \$725 (x1)
Quarter Page: 3.5"w x 4.875"h	<input type="checkbox"/> \$525 (x4)	<input type="checkbox"/> \$575 (x2)	<input type="checkbox"/> \$600 (x1)
Eighth Page: 3.5"w x 2.375"h	<input type="checkbox"/> \$350 (x4)	<input type="checkbox"/> \$385 (x2)	<input type="checkbox"/> \$425 (x1)

Please select quarters for your FJI•Report ad: ☐ March ☐ June ☐ September ☐ December

Ad Rates and Frequency:

1x/year
January

FJI Annual Member Directory ONLY:

<input type="checkbox"/> Inside Front Cover, Inside Back Cover & Back Cover: 8.5"w x 11"h	\$2695 (x1)
<input type="checkbox"/> Full Page: 8.5"w x 11"h*	\$2095 (x1)
<input type="checkbox"/> Half Page (horizontal): 7.5"w x 4.875"h	\$1150 (x1)
<input type="checkbox"/> Half Page (vertical): 3.5"w x 10"h	\$1150 (x1)
<input type="checkbox"/> Quarter Page: 3.5"w x 4.875"h	\$850 (x1)
<input type="checkbox"/> Eighth Page: 3.5"w x 2.375"h	\$545 (x1)

FJI•Report Dimensions

All ads are premium (4-color). Ads may be submitted on CD, DVD, or Flash Drive as well as via email. Hard copy must be supplied with new ads. The software programs accepted are: Quark Xpress, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Publisher and Print Ready PDFs. Graphic and photo images should be a minimum of 300 dots per inch (DPI). TIFF and EPS are acceptable file formats. All full color files should be CMYK. All font and support files must be supplied.

Inside Front Cover, Inside Back Cover & Back Cover:	8.5"w x 11"h; include 1/8" beyond for bleed
Full Page:	8.5"w x 11"h; include 1/8" beyond for bleed
Half Page (horizontal):	7.5"w x 4.875"h
Half Page (vertical):	3.5"w x 10"h
Quarter Page:	3.5"w x 4.875"h
Eighth Page:	3.5"w x 2.375"h

FJI Member Directory Dimensions

All ads are premium (4-color). Ads may be submitted on CD, DVD, or Flash Drive as well as via email. Hard copy must be supplied with new ads. The software programs accepted are: Quark Xpress, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Publisher and Print Ready PDFs. Graphic and photo images should be a minimum of 300 dots per inch (DPI). TIFF and EPS are acceptable file formats. All full color files should be CMYK. All font and support files must be supplied.

Inside Front Cover, Inside Back Cover & Back Cover:	8.5"w x 11"h; include 1/8" beyond for bleed
Full Page:	8.5"w x 11"h; include 1/8" beyond for bleed
Half Page (horizontal):	7.5"w x 4.875"h
Half Page (vertical):	3.5"w x 10"h
Quarter Page:	3.5"w x 4.875"h
Eighth Page:	3.5"w x 2.375"h

Please email this form to laurabarten@gmail.com

Company Representative Signature: _____