

# MEDIA GUIDE

Quarterly FJI Report Magazine &  
Annual FJI Membership Directory

**FORWARD**  
**JANESVILLE**  
experience the power of community

## IT PAYS TO PLAN AHEAD

Looking to captivate a thriving and dynamic network of thousands of discerning business professionals? Elevate your brand by reserving your prime advertising space within Forward Janesville's exclusive publications.

Dive into the quarterly FJI Report magazine, delivered directly to the hands of our dedicated readers, or leave your mark in the annual Membership Directory & Resource Guide.

Unlock unbeatable value! Enjoy substantial discounts by bundling your Directory and FJI Report advertising. Act now and secure these premium spots before they are filled.

## REACH KEY TARGETS

Discover the impact of the FJI Membership Directory & Business Guide! It's the cornerstone of our outreach strategy, reaching beyond our members to new recruits, local businesses and the wider community. Once the print edition lands in mailboxes, the digital version goes live with direct website links from advertiser pages. That digital reach is enhanced through direct email promotion to our membership and on our social media, which reaches an audience of more than 12,000.

And there's more to this story! The quarterly FJI Report magazine has expanded its audience for nine consecutive years and revamped content in 2024 to focus on telling our members' stories. Each edition reaches 2,000+ area business professionals four times a year, with regular readership and placement in waiting rooms and public spaces. Like the Directory, once the print edition of the Report lands in mailboxes, the digital version goes live with direct website links from advertiser pages and is promoted via email and social media.

## BENEFITS

- Additional discounts for advertisers securing space in both the annual FJI Membership Directory & Resource 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 2024.



## 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 up to five times per year in print and with 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.

## 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

<b>Platinum: FJI Report (4x/year) + FJI Member Directory:</b>	Ad Rates and Frequency:		
	4x/year FJI Report	1x/year FJI Directory	Bundled Total
<input type="checkbox"/> Inside Front Cover, Inside Back Cover & Back Cover: 8-1/2"w x 11"h	\$1395	\$2795	<b>\$8,295</b>
<input type="checkbox"/> Full Page: 8-1/2"w x 11"h	\$1250	\$2150	<b>\$7,095</b>
<input type="checkbox"/> Half Page (horizontal): 7-1/2"w x 4-7/8"h	\$695	\$1125	<b>\$3,895</b>
<input type="checkbox"/> Half Page (vertical): 3-1/2"w x 10"h	\$695	\$1125	<b>\$3,895</b>
<input type="checkbox"/> Quarter Page: 3-1/2"w x 4-7/8"h	\$525	\$795	<b>\$2,895</b>
<input type="checkbox"/> Eighth Page: 3-1/2"w x 2-3/8"h	\$375	\$525	<b>\$1,995</b>

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

<b>Gold: FJI Report (2x/year) + FJI Member Directory:</b>	Ad Rates and Frequency:		
	2x/year FJI Report	1x/year FJI Directory	Bundled Total
<input type="checkbox"/> Inside Front Cover, Inside Back Cover & Back Cover: 8-1/2"w x 11"h	\$1450	\$2895	<b>\$5,795</b>
<input type="checkbox"/> Full Page: 8.5"w x 11"h	\$1295	\$2250	<b>\$4,795</b>
<input type="checkbox"/> Half Page (horizontal): 7.5"w x 4.875"h	\$750	\$1195	<b>\$2,695</b>
<input type="checkbox"/> Half Page (vertical): 3.5"w x 10"h	\$750	\$1195	<b>\$2,695</b>
<input type="checkbox"/> Quarter Page: 3.5"w x 4.875"h	\$550	\$875	<b>\$1,995</b>
<input type="checkbox"/> Eighth Page: 3.5"w x 2.375"h	\$450	\$550	<b>\$1,395</b>

**Please select quarters for your FJI Report ad:**     May     July     September     March

## CUSTOM CONTRACT OPTIONS

### Ad Rates and Frequency:

#### FJI Report ONLY:

	4x/year	2x/year	1x/year
Inside Front Cover, Inside Back Cover & Back Cover: 8.5"w x 11"h	<input type="checkbox"/> \$1495 (x4)	<input type="checkbox"/> \$1545 (x2)	<input type="checkbox"/> \$1695
Full Page: 8.5"w x 11"h	<input type="checkbox"/> \$1250 (x4)	<input type="checkbox"/> \$1325 (x2)	<input type="checkbox"/> \$1445
Half Page (horizontal): 7.5"w x 4.875"h	<input type="checkbox"/> \$795 (x4)	<input type="checkbox"/> \$805 (x2)	<input type="checkbox"/> \$835
Half Page (vertical): 3.5"w x 10"h	<input type="checkbox"/> \$795 (x4)	<input type="checkbox"/> \$805 (x2)	<input type="checkbox"/> \$835
Quarter Page: 3.5"w x 4.875"h	<input type="checkbox"/> \$595 (x4)	<input type="checkbox"/> \$665 (x2)	<input type="checkbox"/> \$695
Eighth Page: 3.5"w x 2.375"h	<input type="checkbox"/> \$395 (x4)	<input type="checkbox"/> \$445 (x2)	<input type="checkbox"/> \$495

#### Please select quarters for your FJI Report ad:

May       July       September       March

### Ad Rates and Frequency:

#### Directory ONLY:

	1x/year January
<input type="checkbox"/> Inside Front Cover, Inside Back Cover & Back Cover: 8.5"w x 11"h	\$3,095
<input type="checkbox"/> Full Page: 8.5"w x 11"h	\$2,395
<input type="checkbox"/> Half Page (horizontal): 7.5"w x 4.875"h	\$1,295
<input type="checkbox"/> Half Page (vertical): 3.5"w x 10"h	\$1,295
<input type="checkbox"/> Quarter Page: 3.5"w x 4.875"h	\$995
<input type="checkbox"/> Eighth Page: 3.5"w x 2.375"h	\$625

#### FJI Report Dimensions

All ads are premium (4-color). Ads may be submitted electronically. 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). Preferable formats are Print Ready PDFs or JPGs, but TIFF and EPS are also acceptable. 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 electronically. 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). Preferable formats are Print Ready PDFs or JPGs, but TIFF and EPS are also acceptable. 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 [Sommer@ForwardJanesville.com](mailto:Sommer@ForwardJanesville.com)

Company Representative Signature: \_\_\_\_\_