

2019 FJI Call for Advertisers: Double Your Reach for Less

DISCOUNTED PRICING ENDS DECEMBER 21

At Forward Janesville we are continuously thinking about how we can better serve members. Last year, we combined advertising opportunities in our annual FJI Membership Guide & Directory with our quarterly FJI•Report magazine in order to offer a more cost effective and efficient way to reach more people than ever before. Due to the popularity of the program, we are once more offering special bundled discounts to all new 2019 advertisers who commit before December 21, 2018.

EXPANDED REACH

- Similar to 2018, the 2019 FJI Membership Guide & Directory will be directly distributed to more than three times the number of FJI members and community stakeholders as compared to prior years.
- The quarterly FJI Report magazine has consistently and steadily expanded its reach and content over the past four years:
 - The quarterly magazine is now mailed to 2,200+ 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.

New in 2019

BIG BENEFITS IN 2019

- Discounted pricing for advertisers securing space in both the annual FJI Membership Guide & Directory and the quarterly FJI•Report magazine.
- Additional discount for those who wish to pay in full by January 31, 2019.
- Free digital advertising bonus for new full-page advertisers who commit early.
- Enhanced distribution:
 - o Free copies are placed in strategic locations throughout the community.
 - o Copies are shared with non-members to promote new memberships and further promote member businesses to a larger target market.



MAXIMIZE YOUR INVESTMENT

- Enhance brand recognition with key business and community leaders
- Spotlight new products and services
- Share your story with more than 2,200 regional business people
- Promote upcoming events or charitable causes
- Support our community's continued economic development and growth
- Increase engagement with quarterly print and interactive online exposure

We invite you to take a look at the attached media kit and make your selections for 2019 to take full advantage of this opportunity to share your story with more business and community members in the region than ever before.



2019 MEDIA KIT

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 - REDUCED PRICING

SAVE 10-15% 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: | | |
| Inside Front Cover, Inside Back Cover & Back Cover: 8-1/2"w x 11"h* | \$815 (x4) | \$2065 (x1) |
| Full Page: 8-1/2"w x 11"h* | \$700 (x4) | \$1525 (x1) |
| Half Page (horizontal): 7-1/2"w x 4-7/8"h | \$470 (x4) | \$895 (x1) |
| Half Page (vertical): 3-1/2"w x 10"h | \$470 (x4) | \$895 (x1) |
| Quarter Page: 3-1/2"w x 4-7/8"h | \$315 (x4) | \$625 (x1) |
| Eighth Page: 3-1/2"w x 2-3/8"h | \$240 (x4) | \$355 (x1) |

Please select one:

- I prefer to pay total due in full by January 31, 2019, and save an additional 5%.
- I prefer to pay quarterly (no additional discount).

SAVE 5-10% 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: | | |
| Inside Front Cover, Inside Back Cover & Back Cover: 8-1/2"w x 11"h* | \$885 (x2) | \$2180 (x1) |
| Full Page: 8.5"w x 11"h* | \$770 (x2) | \$1610 (x1) |
| Half Page (horizontal): 7.5"w x 4.875"h | \$510 (x2) | \$945 (x1) |
| Half Page (vertical): 3.5"w x 10"h | \$510 (x2) | \$945 (x1) |
| Quarter Page: 3.5"w x 4.875"h | \$375 (x2) | \$660 (x1) |
| Eighth Page: 3.5"w x 2.375"h | \$285 (x2) | \$375 (x1) |

Please select two quarters for your FJI•Report ad: January April July October

Please select one:

- I prefer to pay total due in full by January 31, 2019, and save an additional 5%.
- I prefer to pay quarterly (no additional discount).

INDIVIDUAL CONTRACT OPTIONS – STANDARD PRICING:

| 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 | \$905 (x4) | \$935 (x2) | \$965 (x1) |
| Full Page: 8.5"w x 11"h* | \$780 (x4) | \$815 (x2) | \$840 (x1) |
| Half Page (horizontal): 7.5"w x 4.875"h | \$525 (x4) | \$540 (x2) | \$560 (x1) |
| Half Page (vertical): 3.5"w x 10"h | \$525 (x4) | \$540 (x2) | \$560 (x1) |
| Quarter Page: 3.5"w x 4.875"h | \$350 (x4) | \$398 (x2) | \$415 (x1) |
| Eighth Page: 3.5"w x 2.375"h | \$270 (x4) | \$300 (x2) | \$320 (x1) |

Please select quarters for your FJI•Report ad: January April July October

Please select one:

- I prefer to pay total due in full by January 31, 2019, and save an additional 5%.
 I prefer to pay quarterly (no additional discount).

| Ad Rates and Frequency: | 1x/year January |
|--|--------------------|
| FJI Annual Member Directory ONLY: | |
| Inside Front Cover, Inside Back Cover & Back Cover: 8.5"w x 11"h | \$2295 (x1) |
| Full Page: 8.5"w x 11"h* | \$1695 (x1) |
| Half Page (horizontal): 7.5"w x 4.875"h | \$995 (x1) |
| Half Page (vertical): 3.5"w x 10"h | \$995 (x1) |
| Quarter Page: 3.5"w x 4.875"h | \$695 (x1) |
| Eighth Page: 3.5"w x 2.375"h | \$395 (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 fax this form to Laura Barten at Forward Janesville 608-757-3170 or email laurabarten@gmail.com

Company Representative Signature: _____