

# 2020 Media Kit

## FJI•Report Quarterly Magazine & Annual Membership Directory

### DISCOUNTED PRICING ENDS DECEMBER 27

Interested in reaching thousands of qualified business contacts in an efficient manner? Forward Janesville offers affordable bundled packages for advertisers interested in sharing their message through the quarterly FJI•Report magazine and annual FJI Business Guide and Membership Directory.

Commit to advertising before December 27, 2019, to receive the best possible pricing. Contact FJI Publications Editor Laura Barten at [laurabarten@gmail.com](mailto:laurabarten@gmail.com) for more details.

### REACH KEY TARGETS

- The 2019 FJI Membership Guide & Directory is directly distributed to members and more—in addition direct mail, the Directory is shared with new members, used as a recruitment 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 and steadily expanded its reach over the past five years, now reaching more than 2,600 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.

### 2020 BENEFITS

- 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, 2020.
- Free digital advertising bonus for new full-page advertisers who commit early.



### MAXIMIZE YOUR INVESTMENT

- Enhance brand recognition with key business and community leaders
- Spotlight new products and services
- Share your story with more than 2,600 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 2020 to take full advantage of this opportunity to share your story with more business and community members in the region than ever before.

2020 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 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*	\$845 (x4)	\$2095 (x1)
Full Page: 8-1/2"w x 11"h*	\$730 (x4)	\$1555 (x1)
Half Page (horizontal): 7-1/2"w x 4-7/8"h	\$500 (x4)	\$925 (x1)
Half Page (vertical): 3-1/2"w x 10"h	\$500 (x4)	\$925 (x1)
Quarter Page: 3-1/2"w x 4-7/8"h	\$345 (x4)	\$655 (x1)
Eighth Page: 3-1/2"w x 2-3/8"h	\$270 (x4)	\$385 (x1)

**Please select one:**

I prefer to pay total due in full by January 31, 2020, and save an additional 5%.

I prefer to pay quarterly (no additional discount).

**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:**

Inside Front Cover, Inside Back Cover & Back Cover: 8-1/2"w x 11"h*	\$915 (x2)	\$2210 (x1)
Full Page: 8.5"w x 11"h*	\$800 (x2)	\$1640 (x1)
Half Page (horizontal): 7.5"w x 4.875"h	\$540 (x2)	\$975 (x1)
Half Page (vertical): 3.5"w x 10"h	\$540 (x2)	\$975 (x1)
Quarter Page: 3.5"w x 4.875"h	\$405 (x2)	\$690 (x1)
Eighth Page: 3.5"w x 2.375"h	\$315 (x2)	\$405 (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, 2020, 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*
<b>FJI•Report ONLY:</b>			
Inside Front Cover, Inside Back Cover & Back Cover: 8.5"w x 11"h	\$945 (x4)	\$975 (x2)	\$1005 (x1)
Full Page: 8.5"w x 11"h*	\$820 (x4)	\$855 (x2)	\$880 (x1)
Half Page (horizontal): 7.5"w x 4.875"h	\$565 (x4)	\$590 (x2)	\$600 (x1)
Half Page (vertical): 3.5"w x 10"h	\$565 (x4)	\$590 (x2)	\$600 (x1)
Quarter Page: 3.5"w x 4.875"h	\$390 (x4)	\$435 (x2)	\$455 (x1)
Eighth Page: 3.5"w x 2.375"h	\$310 (x4)	\$340 (x2)	\$360 (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, 2020, and save an additional 5%.  
 I prefer to pay quarterly (no additional discount).

Ad Rates and Frequency:	1x/year January
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**FJI Annual Member Directory ONLY:**

Inside Front Cover, Inside Back Cover & Back Cover: 8.5"w x 11"h	\$2335 (x1)
Full Page: 8.5"w x 11"h*	\$1735 (x1)
Half Page (horizontal): 7.5"w x 4.875"h	\$1035 (x1)
Half Page (vertical): 3.5"w x 10"h	\$1035 (x1)
Quarter Page: 3.5"w x 4.875"h	\$735 (x1)
Eighth Page: 3.5"w x 2.375"h	\$345 (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](mailto:laurabarten@gmail.com) (or fax to Forward Janesville at 608-757-3170).**

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