

2021-2022 Media Kit

FJI•Report Quarterly Magazine & Annual Membership Directory

IT PAYS TO PLAN AHEAD

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.

FJI Report advertisers may request a four-issue commitment during any quarter to receive discounted pricing. Directory advertisers are encouraged to commit to 2022 placements before November 30, 2021, to receive the best possible pricing. Contact FJI Publications Editor Laura Barten at laurabarten@gmail.com for more details.

REACH KEY TARGETS

- The FJI Business Guide & Membership Directory is directly distributed to members and more—in addition to 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.

BENEFITS

- Discounted pricing for advertisers securing space in both the annual FJI Business Guide & Membership Directory and the quarterly FJI•Report magazine.
- Premium and full-page advertisers have first right of refusal on space going forward.
- 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 2021-2022 to take full advantage of this opportunity to share your story with more business and community members in the region than ever before.



2021-2022 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:		
<input type="checkbox"/> Inside Front Cover, Inside Back Cover & Back Cover: 8-1/2"w x 11"h*	\$875 (x4)	\$2095 (x1)
<input type="checkbox"/> Full Page: 8-1/2"w x 11"h*	\$775 (x4)	\$1555 (x1)
<input type="checkbox"/> Half Page (horizontal): 7-1/2"w x 4-7/8"h	\$525 (x4)	\$925 (x1)
<input type="checkbox"/> Half Page (vertical): 3-1/2"w x 10"h	\$525 (x4)	\$925 (x1)
<input type="checkbox"/> Quarter Page: 3-1/2"w x 4-7/8"h	\$375 (x4)	\$655 (x1)
<input type="checkbox"/> Eighth Page: 3-1/2"w x 2-3/8"h	\$285 (x4)	\$395 (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*	\$915 (x2)	\$2210 (x1)
<input type="checkbox"/> Full Page: 8.5"w x 11"h*	\$800 (x2)	\$1640 (x1)
<input type="checkbox"/> Half Page (horizontal): 7.5"w x 4.875"h	\$540 (x2)	\$975 (x1)
<input type="checkbox"/> Half Page (vertical): 3.5"w x 10"h	\$540 (x2)	\$975 (x1)
<input type="checkbox"/> Quarter Page: 3.5"w x 4.875"h	\$405 (x2)	\$690 (x1)
<input type="checkbox"/> Eighth Page: 3.5"w x 2.375"h	\$315 (x2)	\$445 (x1)

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

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	<input type="checkbox"/> \$945 (x4)	<input type="checkbox"/> \$975 (x2)	<input type="checkbox"/> \$1005 (x1)
Full Page: 8.5"w x 11"h*	<input type="checkbox"/> \$820 (x4)	<input type="checkbox"/> \$855 (x2)	<input type="checkbox"/> \$880 (x1)
Half Page (horizontal): 7.5"w x 4.875"h	<input type="checkbox"/> \$565 (x4)	<input type="checkbox"/> \$590 (x2)	<input type="checkbox"/> \$600 (x1)
Half Page (vertical): 3.5"w x 10"h	<input type="checkbox"/> \$565 (x4)	<input type="checkbox"/> \$590 (x2)	<input type="checkbox"/> \$600 (x1)
Quarter Page: 3.5"w x 4.875"h	<input type="checkbox"/> \$390 (x4)	<input type="checkbox"/> \$435 (x2)	<input type="checkbox"/> \$455 (x1)
Eighth Page: 3.5"w x 2.375"h	<input type="checkbox"/> \$310 (x4)	<input type="checkbox"/> \$340 (x2)	<input type="checkbox"/> \$360 (x1)

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

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	\$2395 (x1)
<input type="checkbox"/> Full Page: 8.5"w x 11"h*	\$1795 (x1)
<input type="checkbox"/> Half Page (horizontal): 7.5"w x 4.875"h	\$1095 (x1)
<input type="checkbox"/> Half Page (vertical): 3.5"w x 10"h	\$1095 (x1)
<input type="checkbox"/> Quarter Page: 3.5"w x 4.875"h	\$795 (x1)
<input type="checkbox"/> Eighth Page: 3.5"w x 2.375"h	\$495 (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 (or fax to Forward Janesville at 608-757-3170).

Company Representative Signature: _____