



OVER 30 YEARS OF PUBLISHING EXCELLENCE.

MUSA...Connecting New Jersey Businesses

THE POWER OF 6 ISSUES *PLUS MUSA ONLINE!

- We are a North Jersey Regional publication that reaches people who work and live in the Meadowlands, and the Bergen, Hudson, Essex, and Passaic County corridor, along with groups and individuals visiting the region.
- We have the second highest circulation of any business magazine in New Jersey.
- Advertising in MUSA is one of the best ways to reach leading companies in the public, private and manufacturing sectors.
- Direct mailed to business leaders, government offices, municipal complexes. Bulk distributed to more than 75 locations in the region, including hotels, restaurants, banks and corporate office buildings.
- Meadowlands USA is now also online at www.meadowlands.org in page-turning format! Readers can click your ad to link directly with your website.

Total Circulation: 10,000 • Total Readership: 36,400
Based on a Pass-Along Readership of 3.64

MARCH ISSUE

- Building Up The Region: Recent, Current & Planned Developments (Engineering/Architects/Construction)
- Labor & Job Hiring
- Business Funding
- Education Summit Preview

APRIL ISSUE

- Colleges & Universities: Maintaining An Educated Workforce
- Commercial Real Estate Trends & Updates
- Greening Your Business: Strategies to Save Both Money & The Environment
- Labor/Job Hiring
- Accounting Firms

JUNE ISSUE

- The Financial Issue - Business Banking & Commercial Lending
- Building Services (includes Contractors/Builders) Directory Format (New Section!)
- Women in Business - Leadership Roundup

AUGUST ISSUE

- Corporate Giving: Benefits of Community Partnerships
- Hospitals: Developments, Innovations & Partnerships
- Disaster Preparedness & Business Continuity Planning
- PR/Marketing/Ad Firms: Getting Your Story Out There
- Special Section: [Health & Wellness Resource Guide](#)

OCTOBER ISSUE

- Year End Tax Issue
- Lending Trends: State of Banking
- Retirement Planning Issue

DECEMBER ISSUE

- The Meadowlands: Business Without Borders (global Industry)
- Aviation Roundup
- Colleges & Universities: Continuing Education Options
- Law Firm Roundup - Firms that Fit Your Companies Needs



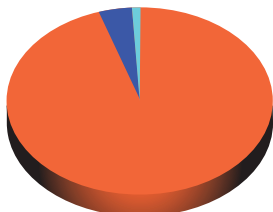
2016



Circulation By State

Meadowlands USA is written primarily for New Jersey businesses, with 95% of our readership working here in the Garden State.

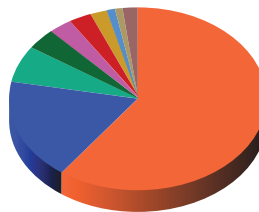
■ New Jersey, 95% ■ New York, 4% ■ Other, 1%



Circulation By County

Most of our readers work in Bergen County (60%) or Hudson County (18%) with sizeable readership levels in surrounding Metropolitan counties.

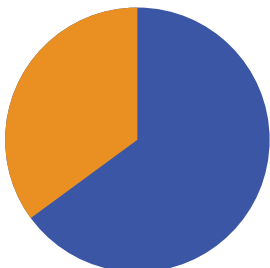
■ Bergen, 60%
■ Hudson, 18%
■ Essex, 6%
■ Passaic, 4%
■ Morris, 3%
■ New York City, 3%
■ Union, 2%
■ Middlesex, 1%
■ Monmouth, 1%
■ Other, 2%



Circulation By Company Size

65% of the business organizations that *Meadowlands USA* is distributed to, have more than 20 employees.

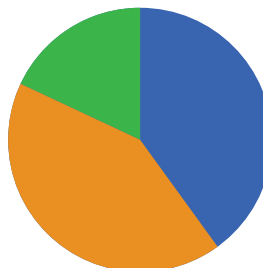
■ More Than 20 Employees, 65% ■ 20 or Less Employees, 35%



Professional Level of Readers

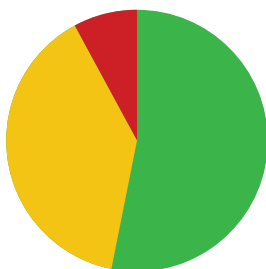
Meadowlands USA connects you with an audience of business leaders with 82% of our professional readership having a business owner, principal, C-Suite, director, manager, or executive level title.

■ Owner, Principal or C-Suite, 18%
■ Executive, Manager or Director, 42%
■ Other Professional Level, 40%



Decision-Making & Purchasing Power

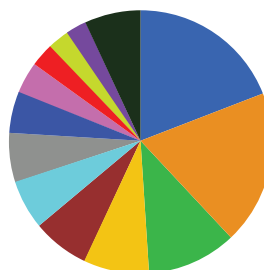
Are you looking to connect with executives who make purchasing-power decisions at business throughout the Meadowlands? 92% of our readers report they have influence in the decision to purchase products, goods and services for their organization.



■ Full Decision-Making Power, 53%
■ Cooperative Decision-Making Power, 39%
■ Limited Decision-Making Power, 8%

Diversified Industry

The readership of *Meadowlands USA* is dynamically diversified with our readers working in a variety of fields. Our footprint spans across a myriad of industries in Northern Jersey.



■ Banking, Financial, Investments & Insurance, 19%
■ Hotels, Restaurants, Retail, Hospitality & Entertainment, 19%
■ Health, Medical, Personal Care & Wellness, 11%
■ Legal & Accounting, 5%
■ Media, Marketing, Public Relations, 7%
■ Technology & Telecommunications Solutions, 6%
■ Construction, Design, Engineering Contracting, 6%
■ Logistics, Distribution & Shipping, 5%
■ Manufacturing, 4%
■ Non-Profit Organizations, 3%
■ Colleges & Educational Institutions, 6%
■ Government, Public Advocacy & Public Agencies, 2%
■ Other, 7%



MUSA Features:

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A CONSUMER & BUSINESS PUBLICATION SPOTLIGHTING:

Government	Shopping	Upcoming Events
Public Affairs	Human Interest	Professional Commentary
Dining	Accommodations	Business News
Sports, Travel	Editorial	Commercial Issues

HERE ARE SOME OF OUR REGULAR FEATURES:

Business Wise

Experts share their thoughts on maximizing success. A "How To" primer on a variety of important business topics.

Meet The CEO

Featuring interviews with selected CEOs in the Meadowlands region and beyond.

International Business Spotlight

Articles to help educate our readers about the ever-changing global economy.

Health & Wellness

Information, trends and updates on the latest methods of maintaining good health and wellness.

Legal/Accounting

Providing timely and important information to help you run your business.

Tech Talk

Informative and practical information regarding the use of technology in your daily business life.

Economic/Environmental Update

News pertaining to the Meadowlands district, provided by the New Jersey Meadowlands Commission, and news and articles pertaining to businesses in the region and their efforts to 'go green.'

Investment/Banking/Insurance

Informative articles supplied by our members for guidance in these three specific industries.

Made in the Meadowlands

Highlights specific companies and their skilled workforce who manufacture products in our area.

Top Chef

Features a Chef from one of the many fine restaurants located in the Meadowlands region.

Advocacy & Public Affairs

Focuses on important issues facing the region that affect the economy and the quality of life.

2016 PUBLICATION CALENDAR

Issue: MARCH 2016	Space Deadline: 2/5/16	Materials Due: 2/12/16
Issue: APRIL 2016	Space Deadline: 3/11/16	Materials Due: 3/18/16
Issue: JUNE 2016	Space Deadline: 5/13/16	Materials Due: 5/20/16
Issue: AUGUST 2016	Space Deadline: 7/15/16	Materials Due: 7/22/16
Issue: OCTOBER 2016	Space Deadline: 9/16/16	Materials Due: 9/23/16
Issue: DECEMBER 2016	Space Deadline: 11/14/16	Materials Due: 11/18/16



AD SPECIFICATIONS

Page Layout:

Trim: 8-1/2" x 11 • Bleed: 8-3/4" x 11-1/4"

Safety: 3/8" margin

Ad Units Sizes:

Full Page Bleed: 8-3/4" x 11-1/4"

Full Page Non-Bleed: 7-3/4" x 10-1/4"

2/3 Page (V): 5" x 10-1/4"

1/3 Page (V): 2-1/2" x 10-1/4"

1/2 Page (H): 7-3/4" x 5"

1/2 Page (V): 3-3/4" x 10-1/4"

1/4 Page (H): 5" x 3-3/4"

1/4 Page (V): 3-3/4" x 5"

1/8 Page (H): 3-3/4" x 2-1/4"

ACCEPTABLE FORMATS

Electronic Files Only

- PDFs (preferred) – **EMBED ALL FONTS IN PDF.**
USE ONLY "Type 1" fonts. (NO "True Type" Fonts.)
ALL EMBEDDED IMAGES IN PDF MUST BE CMYK TIFFS
OR EPS FILES (high resolution, 300dpi). NO RGB images,
Corell Draw images, or Spot colors
- PC– Only Press Ready PDFs accepted (see above)
or ads sent in JPEG or TIFF format.
NO MicroSoft Word Documents accepted as final art.
- Email PDF files to: Evan.eagleson@theeighty6.com

MEMBER ADVERTISING RATES

4 COLOR	1X	3X	6X
Full Page	\$1,840	\$1,650	\$1,485
2/3 Page	1,350	1,216	1,092
1/2 Page	1,040	936	842
1/3 Page	905	775	697
1/4 Page	540	500	457
2 COLOR (process)	1X	3X	6X
Full Page	\$1,435	\$1,300	\$1,170
2/3 Page	1,050	946	853
1/2 Page	790	\$717	645
1/3 Page	572	494	436
1/4 Page	436	395	353
B&W	1X	3X	6X
Full Page	\$1,310	\$1,180	\$1,055
2/3 Page	962	863	754
1/2 Page	738	660	608
1/3 Page	500	457	416
1/4 Page	400	359	328

COVERS (4 color only) (additional 10% for bleed)

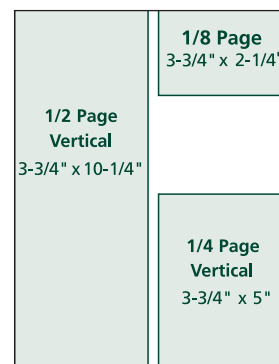
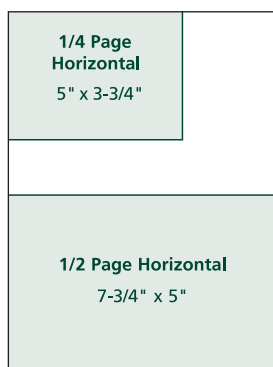
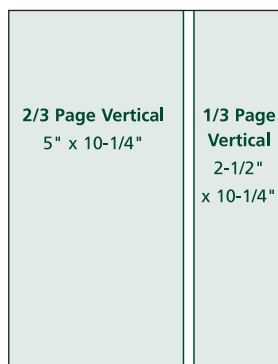
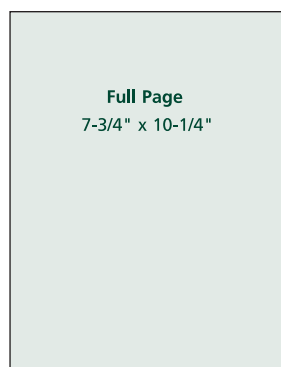
Front Cover	\$7,280
Inside Front Cover	\$2,288
Page 1	\$2,288
Inside Back Cover	\$2,288
Back Cover	\$2,704

Marketplace Advertising Section

1/8 page Color	\$203
1/8 page B&W	\$182

Recognized
Ad Agencies
receive 15%
commission
from gross
rate on all
ads insertions.

*Inquire about non-member rates. For a nominal fee our art department can assist you with designing and producing your ad.
Please ask your sales rep.



ADVERTISING SALES: Martha Morley • 201.493.7996 • greerentps@aol.com or visit www.meadowlands.org "Publications"

Materials:

All space reservation forms, insertion orders, and ad materials should be sent to:

Greer Enterprises, Inc., 700 Parsons Road, Ridgewood, NJ 07450

All checks should be made payable to: Meadowlands Publishing



MEADOWLANDS USA 2016 PRINT ADVERTISING RESERVATION CONTRACT

Advertiser: _____

Address: _____

Contact Name: _____ **Title:** _____

Phone: _____ **Fax:** _____ **Email:** _____

Issue of Publication(s):

☐ MARCH 2016 ☐ APRIL 2016 ☐ JUNE 2016 ☐ AUGUST 2016 ☐ OCTOBER 2016 ☐ DECEMBER 2016

How should company be listed in Advertising Index: _____

Company Website address for Advertising Index: _____

Authorized Signature: _____ **Date:** _____

Who should be billed for advertising: ☐ Company ☐ Agency

Ad Title: _____ **Ad Color:** _____

Ad Size: _____ **Ad Position:** _____

Ad Cost (Gross): _____

Ad Cost (Health & Wellness Section): _____

Ad Cost (Meadowlands Liberty CVB 2016 Guide): _____

Ad Agency Discount: _____

Please indicate payment option: ☐ Bill me later

If paying by credit card: ☐ AmEx ☐ Visa ☐ Mastercard

Name (as it appears on the front of the card): _____

Exp.Date: _____ **3-Digit Security Code (Visa, MC):** _____ **4-Digit Security Code (AmEx):** _____

Card Number: _____ **Amount to Be Billed:** _____

Signature: _____

By signing this contract the advertiser agrees to forward payment for advertising within 45 days of publishing. All first time advertisers are required to supply a credit card to be charged after the 45 days if payment by check is not received.

Email this form to: greerentps@aol.com

Greer Enterprises, Inc., Martha Morley, 700 Parsons Rd., Ridgewood, NJ 07450 • Tel. 201.493.7996

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