

2018 Advertising Opportunities

New Jersey Pediatrics

The 2018 editions of *New Jersey Pediatrics* will continue to provide members with sought after information pertinent to the practice of pediatrics. Each issue will include CME activities, reports on local and national industry-related developments, case studies, Chapter event reviews, letters to the editor, and more. On average 1600 copies are being distributed to NJAAP members each quarter. In addition, *New Jersey Pediatrics* is made available at no cost for download through the NJAAP Companion App.

Download your complimentary copy of the *New Jersey Pediatrics* here:



Please note there will continue to be limited availability of advertising space, so plan to reserve space early.

2018 Ad Submission Deadlines*

(*Deadline Notification will be distributed approximately 60 days prior to publication)

SPRING - February 28, 2018

SUMMER - May 29, 2018

FALL - August 31, 2018

WINTER - November 30, 2018

ADVERTISING RATES (4-Color)

Full Page:	(7.75 x 10.5)	\$ 750
Half Page:	(7.75 x 5.25)	\$ 450
Back Cover:	(7.75 X 10.5)	\$ 950

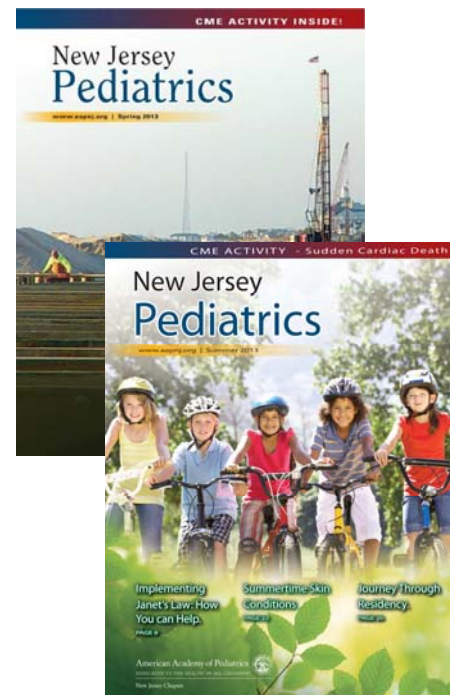
MAILING SPONSORSHIP - \$ 2,000

Each issue of the 2018 *New Jersey Pediatrics* will include a distribution sponsorship opportunity. The Distribution Sponsor will be permitted to include a full-page, double sided, 4-color, information graphic, which will be identified as being a "paid advertisement." Recognition as the distribution sponsor will be provided in the publication's companion app as well as in four (4) of the NJAAP bi-weekly e-News in that quarter..

FREQUENCY DISCOUNT Advertisers committing to space in four consecutive issues will receive a **15% discount**. Corporate sponsors will receive their 25% discount as per contractual agreement, but no additional discounts apply.

DISTRIBUTION INSTRUCTIONS

New Jersey Pediatrics is 8.5 by 11.0 inches in size. It generally runs 28-32 pages. Only camera ready artwork in high-resolution formats* (300 DPI) is accepted. Acceptable formats. *jpg, *pdf, EPS and *Indd.



Questions to the Editor: Michael Weinstein, mweinstein@njaap.org or (609) 842-0014, x 116

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