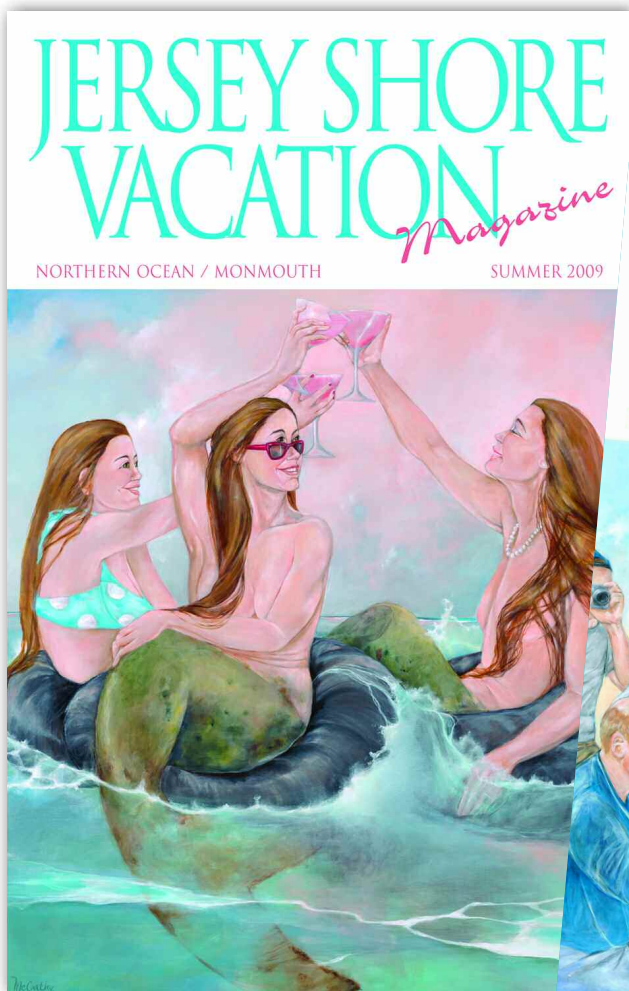


# JERSEY SHORE VACATION

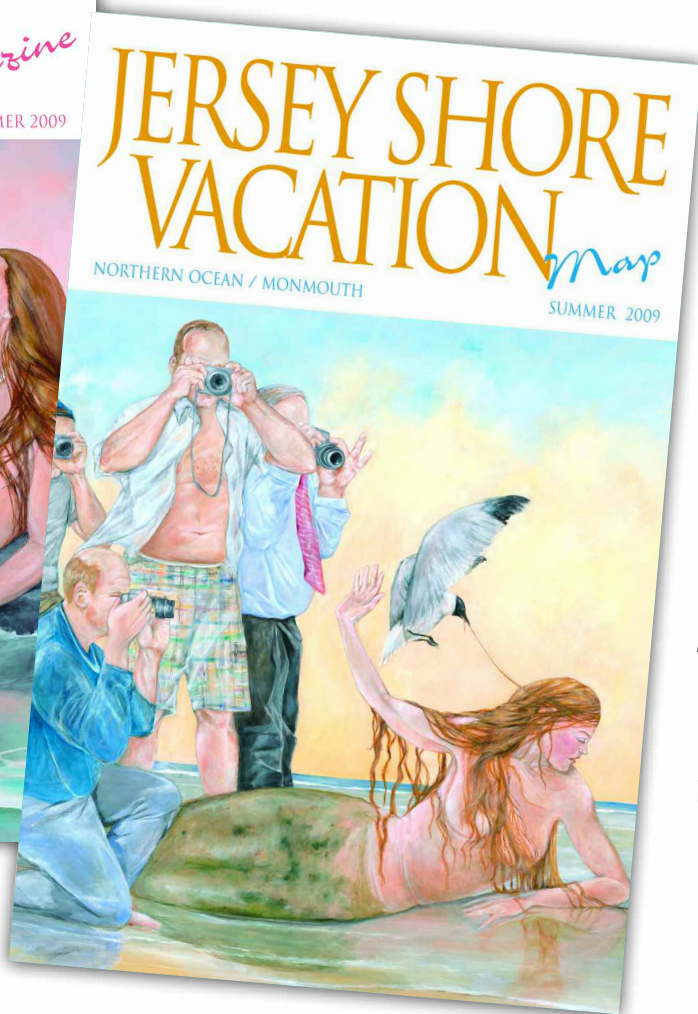
*Magazine & Map*

The Summertime Guidebook & Map Celebrating The Jersey Shore

## Rate & Circulation Information



Covering Northern Ocean and Monmouth Counties



Distributed complimentary at over 600 locations!

Direct mailed to thousands of Monmouth and Ocean county businesses!

Paid circulation of subscribers!

Huge online readership!

## PROFILE

Since 1993, **JERSEY SHORE Vacation Magazine & Map** has been the highest quality and most effective summertime guidebook & map available in Monmouth and northern Ocean counties.

Published in the summer, **JERSEY SHORE Vacation Magazine** offers advertisers the unique combination of “ad plus paragraph write-up.”

When you advertise in **JERSEY SHORE Vacation Magazine**, you receive three advertising mediums for the price of one—your advertisement and paragraph write-up in the guidebook, a free ad on the **JERSEY SHORE Vacation Map**, plus, at no additional charge, your ad and write-up on **JERSEY SHORE Publications Online**, our homepage on the internet.

Inside, our readers find interesting and useful guides to:

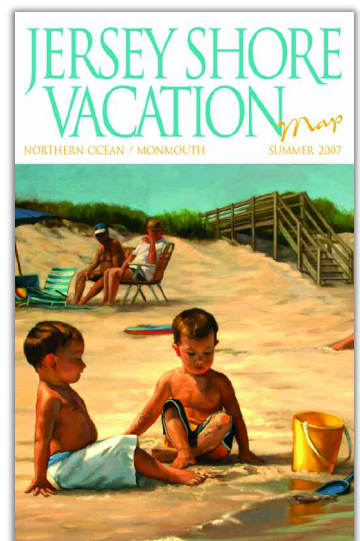
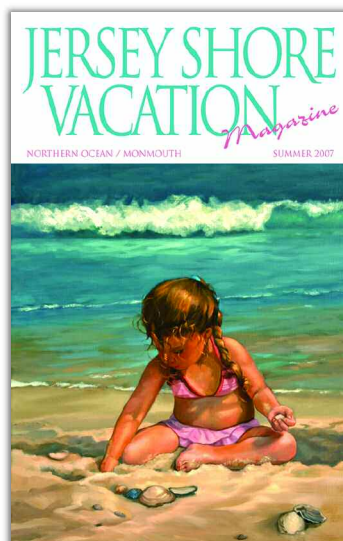
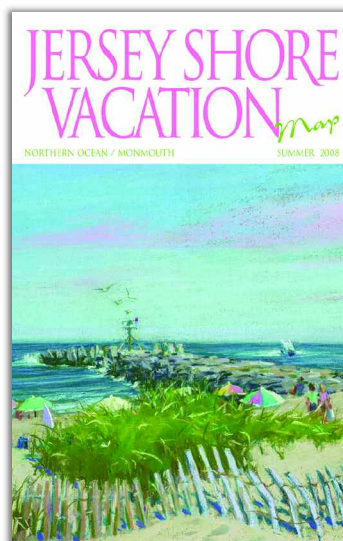
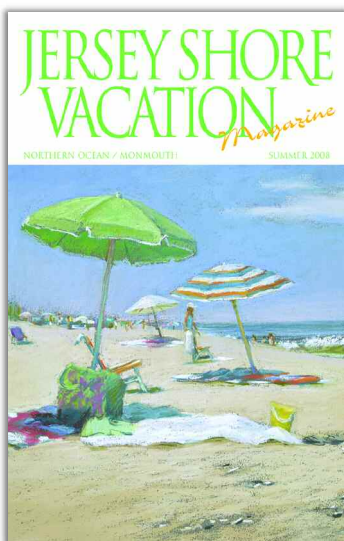
- Accommodations
- Art & Antiques
- Stores & Shops
- Shopping Malls
- Real Estate
- Dining Out

In addition, our comprehensive “Places To Go and Things To Do” section features guides to:

- Area Towns
- Attractions
- Activities
- Beaches
- Parks & Recreation Areas
- Historic Sights & Museums
- Theaters
- Public Golf Courses

When you advertise in **JERSEY SHORE Vacation Magazine**, you’ll receive a free ad on the **JERSEY SHORE Vacation Map** (a \$495. value!). This separate map is distributed alongside **Vacation Magazine** and is designed to fit inside. Ads in **Vacation Magazine** and the **Vacation Map** have reference codes to your business’s street location on the **Vacation Map** directing customers right to you!

Our website, **JERSEY SHORE Publications Online** ([www.jerseyshorevacation.com](http://www.jerseyshorevacation.com)), one of the first on the internet about the Jersey Shore, is the largest site about Ocean and Monmouth counties on the net. Your business’s advertisement and paragraph write-up as well as all of our valuable information is available to readers worldwide!



## CIRCULATION

**JERSEY SHORE Vacation Magazine & Map's** complimentary distribution, direct mail, paid circulation, and online presence insure that your message will be seen throughout the summer season by visiting customers and local residents. More than 340,000 readers (100,000 in print and more than 240,000\* individual visitors online) will see your advertisement through our four methods of distribution. That's more than 42,500 readers every two weeks! We estimate that the content and quality of our guidebook and map give them a shelf life of more than a year—both are resource that are used again and again.

### COMPLIMENTARY DISTRIBUTION & DIRECT MAIL:

Every two weeks, from Memorial Day through Labor Day, **JERSEY SHORE Vacation Magazine** and the **JERSEY SHORE Vacation Map** are distributed complimentary at over 600 locations in northern Ocean and Monmouth counties ensuring that your message will be seen again and again. (Please see "Distribution Dates" for more information.) Approximately 325 locations receive deliveries every two weeks; another 275 locations receive a one-time delivery for distribution throughout the summer season. In addition, both publications are direct mailed to 2,000+ businesses in Monmouth and Ocean counties. Our distribution locations include the following categories:

- Stores, Shops, Galleries, and Restaurants
- Shopping Mall Information Booths
- Hotels, Motels, Bed & Breakfast Inns, and Campgrounds
- Real Estate Offices
- NJ Parkway and NJ Turnpike Rest Stops
- Chambers Of Commerce
- Ocean and Monmouth County Tourism Offices
- County Information Stands
- Borough Halls and Beach Badge Booths
- County Park Information Centers
- Post Offices
- Golf Courses
- Adult Communities and Condominiums
- AAA Offices
- Organizations & Businesses For Relocating, New Residents
- Special Promotions By Request (Weddings, Summer Parties, etc.)

### PAID CIRCULATION:

Our five publications are available by paid subscription. Our subscribers come from:

- our complimentary readership who respond to subscription offers inside the magazine
- our homepage on the internet
- our toll-free subscription hotline: 888-22-SHORE
- advertising campaigns in regional media

Our paid subscribers want the information our magazines, guidebooks, and maps provide and are insuring that they receive our issues throughout the year.

### ONLINE READERSHIP:

**JERSEY SHORE Publications Online** ([www.jerseyshorevacation.com](http://www.jerseyshorevacation.com)) is the largest website about the Ocean and Monmouth county area of the Jersey Shore on the internet. More than 240,000\* individual readers visit our site each year, downloading our complete magazines onto their computers or viewing our numerous pages of information. In addition, readers can find up-to-the-hour weather forecasts, door-to-door directions around the shore, a comprehensive events calendar, a library of Jersey Shore artwork, live chat room forums where our mediator can recommend your business, and much more!

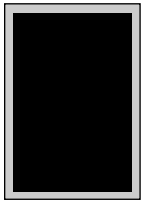
## ADVERTISING SPACE RATES AND SIZES

All ads are four color and include advertising design and production charges.  
(Black & white is available on 1/8, 1/6, and 1/4 page ads only at a discount of \$250.)

All ads include a complimentary paragraph write-up and a free ad on the **JERSEY SHORE Vacation Map**.

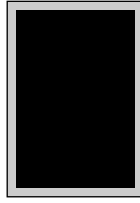
Each issue is direct mailed and distributed complimentary over 16 weeks.

By advertising in **JERSEY SHORE Vacation Magazine & Map**, you will receive a 10% discount off the spring and fall/holiday issues of **JERSEY SHORE Magazine**.



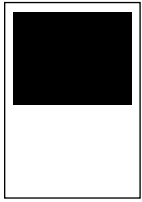
**Back Cover**  
\$4,102.

Publication Trim Size: 5 5/16" x 8 3/8"  
*Keep live copy at least 1/4" in from trim size.*  
Bleed Size: 5 9/16" x 8 5/8"

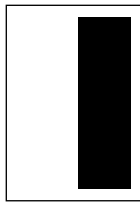


**Full Page**  
\$3,927.

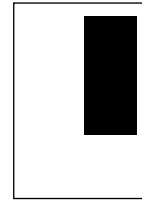
Publication Trim Size: 5 5/16" x 8 3/8"  
*Keep live copy at least 1/4" in from trim size.*  
Bleed Size: 5 9/16" x 8 5/8"



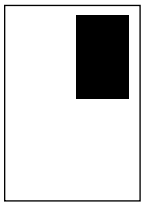
**1/2 Page, Horizontal**  
\$1,987.  
4 1/2" x 3 9/16"



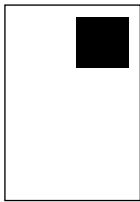
**1/2 Page, Vertical**  
\$1,987.  
2 1/16" x 7 3/8"



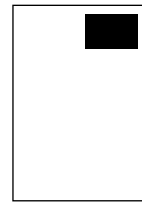
**1/3 Page**  
\$1,340.  
2 1/16" x 4 7/8"



**1/4 Page**  
4C: \$1,267.  
B&W: \$1,017.  
2 1/16" x 3 9/16"



**1/6 Page**  
4C: \$944.  
B&W: \$694.  
2 1/16" x 2 5/16"



**1/8 Page**  
4C: \$786.  
B&W: \$536.  
2 1/16" x 1 11/16"

### Map Ad:

4C: \$495. (FREE, with the purchase of your advertisement in **JERSEY SHORE Vacation Magazine**.)  
1 9/16" x 1 1/2"

## ACCEPTABLE CAMERA-READY FORMATS

Mac compatible only:

PDFs: Must be CYMK, sized correctly and output should be set at "Press Optimized." SAVE FULL PAGE ads with a BLEED if ad is intended to bleed. Registration marks should be offset at a 12pt minimum.

Photoshop eps, jpg or tiff high res files.

Illustrator eps files: All text must be converted to outlines in Illustrator files.

QuarkXpress 4: Include all linking files and fonts.

*A color proof must be included to guarantee accurate printing of all digital files.*