

CIRCULATION

LONG BEACH ISLAND Vacation Guidebook & 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 it a shelf life of more than a year—it is a resource that is used again and again.

COMPLIMENTARY DISTRIBUTION:

Every two weeks, from mid-June through the end of September, **LONG BEACH ISLAND Vacation Guidebook & Map** is distributed complimentary at hundreds of locations throughout Long Beach Island and Southern Ocean County ensuring that your message will be seen again and again. Our distribution includes the following locations:

- Stores, Shops, Galleries, and Restaurants
- Hotels, Motels, Bed & Breakfast Inns, and Campgrounds
- Real Estate Offices • Parkway and Turnpike Rest Stops
- Chambers Of Commerce • County Tourism Offices
- County Information Stands • County Park Info. Centers
- Borough Halls and Beach Badge Booths • Post Offices
- Golf Courses • Adult Communities • AAA Offices
- Organizations/Businesses for Relocating/New Residents
- Special Promotions by Request (Weddings, Parties, etc.)

DIRECT MAIL:

LONG BEACH ISLAND Vacation Guidebook & Map is direct mailed to the following:

- more than 2,000 of LBI's and Southern Ocean County's most affluent homes
- more than 2,000 of LBI's and Ocean County's businesses

PAID CIRCULATION:

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

- our complimentary readership who respond to subscription offers inside the magazines
- 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) 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!

* based on January 1, 2010 – February 28, 2011: individual visitors: 233,618; hits: 2,138,350

After reviewing our guide, you will find that since 1984 we have been offering HIGHER QUALITY publication standards compared to other guides in the area, plus MORE CONTENT, FEATURES, and BONUSSES than other guides as well.

In addition, we have the HIGHEST CIRCULATION—more than 340,000 readers—100,000 in print throughout Long Beach Island and southern Ocean County plus more than 240,000 individual readers online! This is almost ten times the readership of other guides in the area!

Unlike other guides that are uninviting “ad books” with page after page of ads and little useful or interesting editorial, our guidebook offers EASY TO USE and USEFUL editorial CONTENT and INFORMATION and is BEAUTIFUL to page through.

Plus our BONUSSES—a free paragraph write-up and your ad and write-up on our highly visited website all-year-round—as well as pricing discount bonuses—give you the best value for your dollar.

Over and over again, when our advertisers are asked which guide they would choose to READ, USE, and RETAIN, the answer is “LONG BEACH ISLAND Vacation Guidebook & Map!”

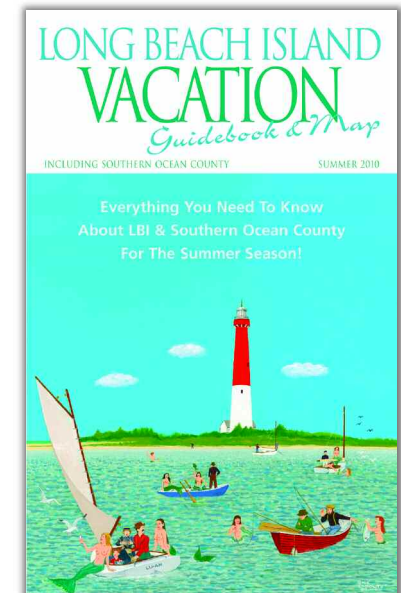
JERSEY SHORE PUBLICATIONS
P.O. BOX 176 • BAY HEAD, NEW JERSEY 08742
PHONE: (732) 892-1276 • FAX: (732) 892-3365
www.jerseyshorevacation.com

LONG BEACH ISLAND VACATION Guidebook & Map

The Summertime Guidebook & Map Celebrating The Jersey Shore

Rate & Circulation Information

Covering Long Beach Island and Southern Ocean County



Distributed complimentary at hundreds of locations!

Direct mailed to LBI's and Southern Ocean County's most affluent homes and businesses!

Paid circulation of subscribers!

Huge online readership!

JERSEY SHORE PUBLICATIONS
P.O. BOX 176 • BAY HEAD, NEW JERSEY 08742
PHONE: (732) 892-1276 • FAX: (732) 892-3365
www.jerseyshorevacation.com

PROFILE

Since 2005, **LONG BEACH ISLAND Vacation Guidebook & Map** has been the highest quality and most effective summertime guidebook and map available throughout Long Beach Island and Southern Ocean County.

Published in the summer, **LONG BEACH ISLAND Vacation Guidebook & Map** offers advertisers the unique combination of "ad plus paragraph write-up."

When you advertise in **LONG BEACH ISLAND Vacation Guidebook & Map**, you receive two advertising mediums for the price of one—your advertisement and paragraph write-up in the guidebook, 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
- Shopping Malls
- Art & Antiques
- Real Estate
- Stores & Shops
- Dining Out

In addition, our comprehensive "Places To Go and Things To Do" section features a Calender Of Events plus guides to:

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

Also, bound in and near the centerfold of the guidebook are beautiful maps of Long Beach Island and Southern Ocean County.

Our website, **JERSEY SHORE Publications Online** (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!

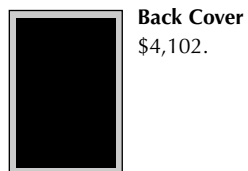
ADVERTISING SPACE RATES AND SIZES

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.

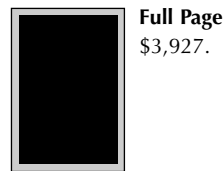
LONG BEACH ISLAND Vacation Guidebook & Map is direct mailed and distributed complimentary 8 times, every 2 weeks, over 16 weeks.

By advertising in **LONG BEACH ISLAND Vacation Guidebook & 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"



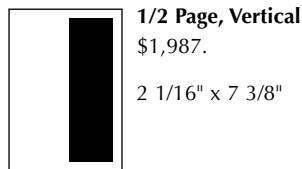
Full Page
\$3,927.

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"



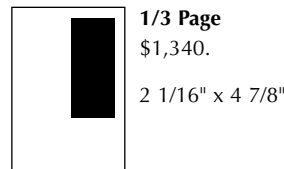
1/2 Page, Horizontal
\$1,987.

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.

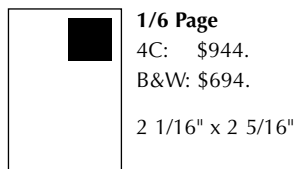
2 1/16" x 4 7/8"



1/4 Page
4C: \$1,267.

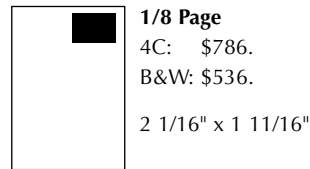
B&W: \$1,017.

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"

ACCEPTABLE CAMERA-READY FORMATS

Mac compatible only:

PDFs: Must be CYMK, sized correctly, flattened and output should be set at "Press Optimized or Press Ready."
SAVE FULL PAGE ads with a .125" BLEED if ad is intended to bleed. Crop marks should be offset at a 12pt minimum.
Photoshop eps, jpg or tiff high res files. Flatten layers.

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

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

