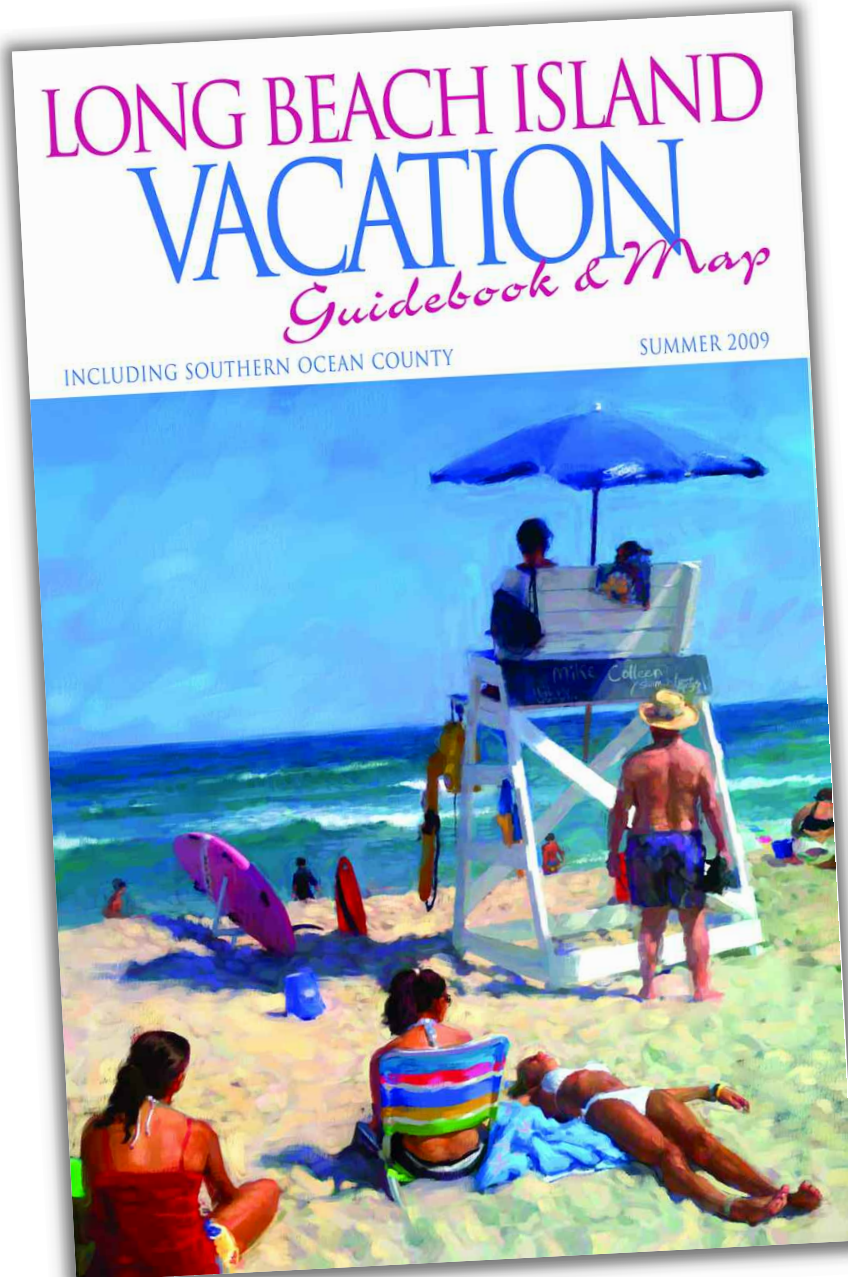


LONG BEACH ISLAND VACATION *Guidebook & Map*

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!

PROFILE

Since 2005, **LONG BEACH ISLAND Vacation Guidebook & Map** has been the highest quality and most effective summer-time guidebook & 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:

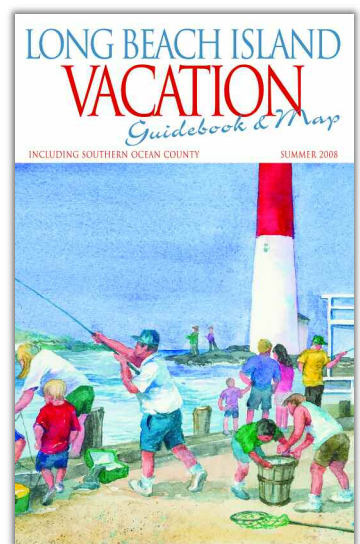
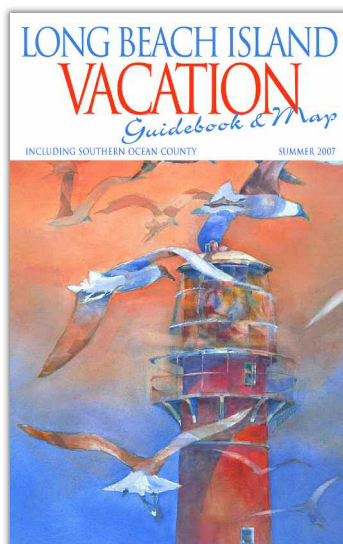
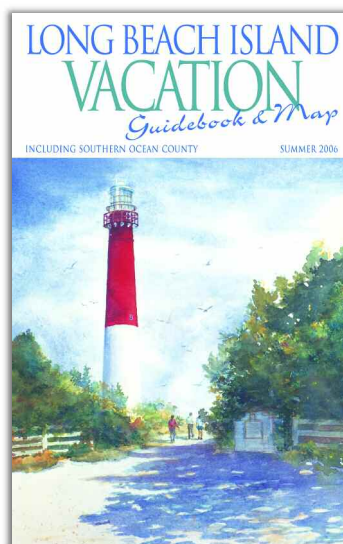
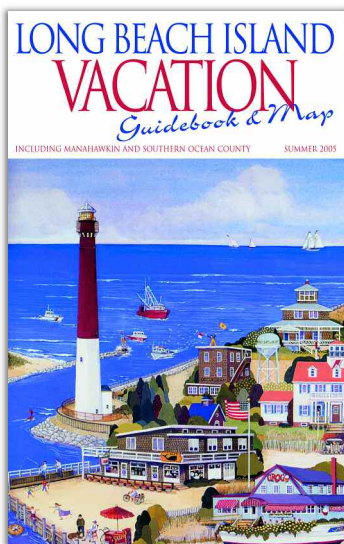
- Accommodations
- Art & Antiques
- Stores & Shops
- Shopping Malls
- Real Estate
- Dining Out

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

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

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

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!



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 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. (Please see “Distribution Dates” for more information.) Our distribution locations include the following categories:

- Stores, Shops, Galleries, and Restaurants
- Hotels, Motels, Bed & Breakfast Inns, and Campgrounds
- Real Estate Offices
- NJ Parkway and NJ Turnpike Rest Stops
- Chambers Of Commerce
- Ocean County Tourism Offices
- County Information Stands
- Tourism Information Booths
- 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.)

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
- every member of the Southern Ocean County Chamber Of Commerce

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!

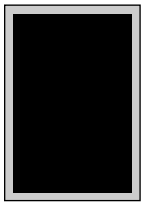
ADVERTISING SPACE RATES AND SIZES

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.

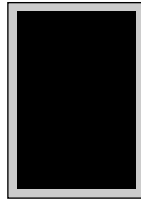
LONG BEACH ISLAND Vacation Guidebook & Map is direct mailed and distributed complimentary over 16 weeks.

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.



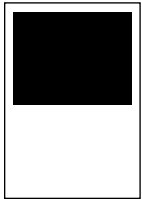
Back Cover
\$4,102.

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"

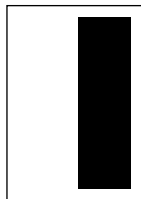


Full Page
\$3,927.

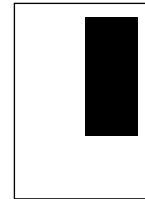
Publication Trim Size: 5 5/16" x 8 3/8"
Keep live copy at least 1/4" in from trim size.
Bleed Size: 5 9/16" x 8 5/8"



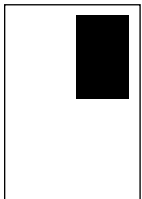
1/2 Page, Horizontal
\$1,987.
4 1/2" x 3 9/16"



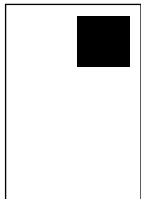
1/2 Page, Vertical
\$1,987.
2 1/16" x 7 3/8"



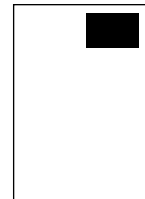
1/3 Page
\$1,340.
2 1/16" x 4 7/8"



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, flattened, 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.