

ANNUAL  
NJCPA  
SPECIAL SECTION



A portion of the proceeds from this supplement will be donated to the NJCPA's Annual Scholarship fund.

FEBRUARY 2016



## ENHANCING YOUR CUSTOMER SERVICE APPROACH

For the 8<sup>th</sup> consecutive year, NEW JERSEY BUSINESS magazine and the New Jersey Society of Certified Public Accountants (NJCPA) are teaming up to produce a special section promoting the profession and what CPAs have to offer.

“The customer is always right.” It’s a motto that may not resonate as much today as it did a generation or so ago. In an increasingly competitive marketplace – and with the ability to differentiate product and service offerings eroding – CPAs have had to rethink their customer service methodology. Businesses of all shapes and sizes can utilize the strategies and tactics in this special section to greatly enhance their customer service approach.

Be part of this “Who’s Who” of the Garden State’s accounting community by advertising among your industry peers. This section is an ideal vehicle to market your company to over 114,000\* high level executives and reinforce your commitment to the NJCPA. It will also be available online on both [www.njbmagazine.com](http://www.njbmagazine.com) and [www.njcpa.org](http://www.njcpa.org).

**Closing date for advertising reservations is December 30, 2015, with advertising copy due by January 7, 2016. Please reserve space by completing the form on the next page, or by contacting our advertising department at 973-882-5004 for additional information.**

\*based on a pass-along readership of 4.5 persons per issue

Take advantage of our web & e-mail opportunities and receive 250,000 impressions each month.

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October 26, 2015

Greetings,

I want to let you know about an exciting promotional program. The New Jersey Society of CPAs is participating with *New Jersey Business* magazine, the monthly publication of the New Jersey Business & Industry Association (NJBIA), on a special supplement that will help us aggressively promote the accounting profession to the NJBIA's 27,000 member companies and subscribers. These small-, medium- and large-sized companies spend millions of dollars on accounting services annually.

This NJCPA special section will be included in *New Jersey Business* magazine's February 2016 edition. This magazine is read by 114,480 business professionals across various industries throughout New Jersey, as well as the state's political movers and shakers.

*New Jersey Business* magazine has committed to contribute a portion of the advertising revenue to the NJCPA Scholarship Fund. We hope you will help make this promotion a success by placing an ad in this special section. The space reservation deadline is December 31, 2015

With your support, a free-standing reprint will also be published and distributed at NJCPA events in 2016, including our annual Convention & Expo. A representative from *New Jersey Business* will contact you to provide additional information and answer any questions you may have.

Sincerely,

A handwritten signature in black ink that reads 'Ralph Albert Thomas'. The signature is written in a cursive, flowing style.

Ralph Albert Thomas, CGMA  
CEO & Executive Director  
New Jersey Society of CPAs

To reserve advertising space in the **NEW JERSEY BUSINESS FEBRUARY 2016** issue, please fill out the form below and E-mail the completed form to [ads@njbmagazine.com](mailto:ads@njbmagazine.com) or fax to 973-882-4648.

**AD RESERVATION: DECEMBER 30, 2015**

**AD COPY DEADLINE: JANUARY 7, 2016**

**BLACK & WHITE PRINT RATES:**

Print Size	Cost*	Width x Height
<input type="checkbox"/> Full Page	\$4,414	7" x 10"
<input type="checkbox"/> 2/3 Page	\$3,124	4.625" x 10"
<input type="checkbox"/> 1/2 Page Vertical	\$2,465	4.625" x 7.375"
<input type="checkbox"/> 1/2 Page Horizontal	\$2,465	7" x 4.875"
<input type="checkbox"/> 1/3 Page Vertical	\$1,721	2.125" x 10"
<input type="checkbox"/> 1/3 Page Horizontal	\$1,721	4.625" x 4.875"
<input type="checkbox"/> 1/6 Page Vertical	\$996	2.125" x 4.875"
<input type="checkbox"/> 1/6 Page Horizontal	\$996	4.625" x 2.375"

**UPGRADE TO COLOR**

<input type="checkbox"/> Color	Add \$625
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\*Rates are one time; contract rates will be quoted on request.

**WEBSITE RATES**

[www.njbmagazine.com](http://www.njbmagazine.com) – Your Banner will remain on our site for the month of February 2016.

<input type="checkbox"/> 2 Banner Package – <i>Leaderboard &amp; Rectangle</i>	\$561	Leaderboard: 468 x 60 Pixels Rectangle: 300 x 250 Pixels
<input type="checkbox"/> 1 Banner Package – <i>Half Banner</i>	\$204	234 x 60 Pixels

Website URL: [www.\\_\\_\\_\\_\\_](http://www._____)

**E-ZINE RATES**

**NEW JERSEY BUSINESS TODAY** placement will run for 3 consecutive days – (Monday, Tuesday, Wednesday) or (Thursday, Friday, Saturday)

<input type="checkbox"/> 1 Week – 1 Placement per Week (3 Days)	\$816	300 x 250 Pixels
<input type="checkbox"/> 2 Weeks – 1 Placement per Week (6 Days)	\$1,530	300 x 250 Pixels
<input type="checkbox"/> 4 Weeks – 1 Placement per Week (12 Days)	\$2,754	300 x 250 Pixels
<input type="checkbox"/> Full Month – 2 Placements per Week	\$5,100	300 x 250 Pixels

**ADVERTISER:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

**ADVERTISER AGENCY(If Applicable):**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_