

2010 Editorial Calendar

JANUARY

- **Fitness & Wellness/Medical Specialties**
Special Section-Get Healthy: Body, Mind & Soul

Reservation close: 12/10 Materials close: 12/15

FEBRUARY

- **2010 Member Directory & Fact Book**

Reservation close: 1/10 Materials close: 1/15

MARCH

- **Employment/Senior Living**
Special Section-Senior Expo

Reservation close: 2/10 Materials close: 2/15

APRIL

- **Banking/Money Management**
Special Section-Finance
- **2009 Chamber Awards**

Reservation close: 3/10 Materials close: 3/15

MAY

- **Construction/Landscaping/
Residential Real Estate**
Special Section-Home & Garden

Reservation close: 4/10 Materials close: 4/15

JUNE

- **Professional Services-
Legal/Insurance/Accounting**
Special Section-Professional Services
- **The Best of Central Jersey**

Reservation close: 5/10 Materials close: 5/15

JULY

- **Economic Update/Corporate Services**
Special Section-Corporate Services

Reservation close: 6/10 Materials close: 6/15

AUGUST

- **Education**
Special Section-Broaden Your Horizons

Reservation close: 7/10 Materials close: 7/15

SEPTEMBER

- **Healthcare**
Special Section-Family Healthcare

Reservation close: 8/10 Materials close: 8/15

OCTOBER

- **Commercial Real Estate/Transportation**
Special Section-Business Expo
- **The Inside Track-Business Profiles**

Reservation close: 9/10 Materials close: 9/15

NOVEMBER

- **Entertainment/Retail/Food**
Special Section-Holiday Shopping & Dining

Reservation close: 10/10 Materials close: 10/15

DECEMBER

- **Small Business/Marketing**
Special Section-Marketing/Advertising
- **2011 Executive Calendar**

Reservation close: 11/10 Materials close: 11/15

MERCER

BUSINESS

www.mercerbusiness.com

2010 Magazine Rates

Ad Size	1X	3X	6X	12X
Full Page	\$1,540	\$1,475	\$1,365	\$1,200
2/3 Page	\$1,175	\$1,045	\$975	\$850
1/2 Page	\$940	\$855	\$795	\$700
1/3 Page	\$675	\$610	\$550	\$500
1/6 Page	\$475	\$425	\$380	\$355

Color Rates

Four color	\$375
------------	-------

2010 Directory Rates

Ad Size	Price
Full Page	\$1,640
2/3 Page	\$1,195
1/2 Page	\$1,035
1/3 Page	\$690
1/6 Page	\$475

Rates are per insertion.

Ask about our special bind-in insert opportunities.

Ad Specs

Ad Size	Width x Height	w/Bleed
Full	7 $\frac{1}{8}$ " x 10"	8 $\frac{5}{8}$ " x 11 $\frac{1}{4}$ "
2/3	4 $\frac{7}{8}$ " x 10"	5 $\frac{3}{8}$ " x 11 $\frac{1}{4}$ "
1/2 horizontal	7 $\frac{1}{8}$ " x 4 $\frac{1}{8}$ "	
1/2 vertical	4 $\frac{7}{8}$ " x 7"	
1/3 square	4 $\frac{7}{8}$ " x 4 $\frac{7}{8}$ "	
1/3 vertical	2 $\frac{1}{4}$ " x 10"	
1/6 horizontal	4 $\frac{7}{8}$ " x 2 $\frac{3}{8}$ "	
1/6 vertical	2 $\frac{1}{4}$ " x 4 $\frac{7}{8}$ "	
1/12	2 $\frac{1}{4}$ " x 2 $\frac{3}{8}$ "	

Ad Materials

Ads sent electronically:

- must contain high resolution logos & images (300dpi)
- should be sent as a PDF file
- e-mail:

suzannec@mercerbusiness.com

(609) 586-2056 Ext. 21

or

lsmith@mercerbusiness.com

(609) 586-2056 Ext. 20

2550 Kuser Rd., P.O. Box 8307

Hamilton, NJ 08691