

# EYE ON New Jersey

THE OFFICIAL  
PUBLICATION OF THE  
NEW JERSEY SOCIETY  
OF OPTOMETRIC  
PHYSICIANS

MEDIA KIT

## LOOKING TO REACH OPTOMETRIC PHYSICIANS IN NEW JERSEY?

***Eye on New Jersey*** has a circulation of approximately 1,100 copies with a pass-along readership of 3,300\*. It is distributed to all members of the New Jersey Society of Optometric Physicians (NJSOP), as well as key industry leaders across New Jersey.



## To our valued associates and stakeholders in the New Jersey optometric profession,

We trust that you have seen our wonderful new membership magazine **'EYE ON NEW JERSEY'**  
... the official publication of the NJSOP.

Issued to our entire membership state-wide in attractive, easy-to-read and convenient print and electronic formats, we believe that we have taken the next step in elevating our communication efforts as well as our prestige as an organization.

Now, we need your active participation. In order to continually enhance **'EYE ON NEW JERSEY'** as an educational and informational tool, while also maintaining its economic viability, we need companies like yours to utilize the magazine to convey your advertising message to our members.

Not only will your advertising enhance the value of the magazine with our readers by keeping them informed of the latest products and services available, but it is also an ideal opportunity to enhance your marketing efforts throughout the profession.

When a representative of our publishing company contacts you, please consider **'EYE ON NEW JERSEY'** as an important and consistent part of your marketing strategy.

Thank you.

**Howard Cooper**

Executive Director  
NJSOP

# EYE ON New Jersey

## New Jersey's Primary Eye Care Physicians

**Eye on New Jersey** is mailed to seven hundred of the state's optometric physicians and partners of the New Jersey Society of Optometric Physicians, for a total circulation of approximately 1,100 copies. The NJSOP is dedicated to advancing the profession of optometry and serving optometrists in meeting the eye care needs of the public.



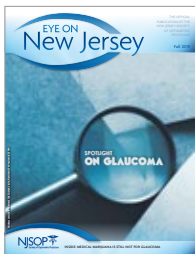
### SPRING

Space Closing: Early February  
Distribution: Early March



### SUMMER

Space Closing: Late April  
Distribution: Early June



### FALL

Space Closing: Late July  
Distribution: Early September

**BONUS DISTRIBUTION  
AT THE ANNUAL CONFERENCE**



### WINTER

Space Closing: Mid-October  
Distribution: Late November

\*2019 covers shown

## FULL COLOR ADVERTISING RATES

**\*\*Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!**

	1 Time Rate	4 Time Rate	Online Magazine*
OBC	N/A	\$1,200	<b>FREE</b> with print booking!
IFC/IBC	N/A	\$1,100	<b>FREE</b> with print booking!
Full page	\$1,000	\$900	<b>FREE</b> with print booking!
2/3 page	\$800	\$700	<b>FREE</b> with print booking!
1/2 page island	\$700	\$600	<b>FREE</b> with print booking!
1/2 page	\$650	\$600	<b>FREE</b> with print booking!
1/3 page	\$475	\$400	<b>FREE</b> with print booking!
1/4 page	\$375	\$325	<b>FREE</b> with print booking!
1/6 page	\$275	\$225	<b>FREE</b> with print booking!
1/8 page	\$200	\$175	<b>FREE</b> with print booking!

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Rates are net of agency commission.
- The publisher and NJSOP reserve the right to reject advertising that is deemed inappropriate.
- The publisher and NJSOP cannot be held liable for any material used or claims made in advertising included in this publication.

**\*\* Black & White rates available on request.**

To reach optometric physicians across New Jersey through *Eye on New Jersey* and/or NJSOP's E-Newsletter and its targeted readership, contact Chad at your earliest convenience.

**CHAD MORRISON**, Marketing Manager

E-mail: [chad@kelman.ca](mailto:chad@kelman.ca) Toll Free: 866-985-9788 Toll Free Fax: 866-985-9799

Published for NJSOP by:

**Craig Kelman**  
ASSOCIATES



MAKE AN IMPACT WITH

# PREMIUM ADVERTISING OPPORTUNITIES

## INSERTS

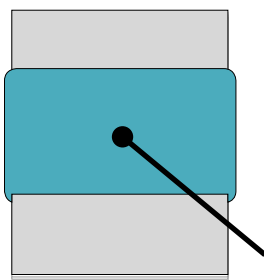
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

## POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

## BELLYBANDS

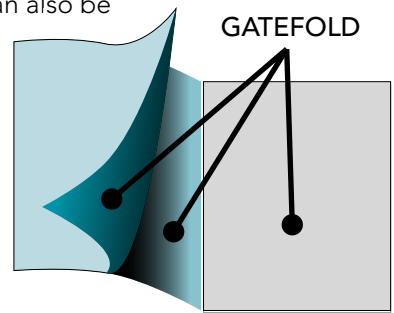
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



BELLYBAND

## PREMIUM GATEFOLDS

Maximize the impact of your message with a three-page gatefold, which is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front (or back) cover, thus allowing three full pages of advertising.



CONTACT YOUR SALES ASSOCIATE  
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.



# INTERACTIVE EDITION available online

With print and electronic communication operating hand-in-hand you can take advantage of the fact that *Eye On New Jersey* is also available online in a highly interactive format.



1. **A realistic reading experience** – This digital edition looks and feels like a real book: flip-through pages, the sounds of turning pages, and even shading along the spine all enhance your reading experience. This is the world's first full html5 solution on the market giving you the same interactive experience as the flash version. In addition to the book layout, you can also select a presentation view that presents single pages rather than the traditional double page layout.
2. **Mobile, iPad, iPhone compatibility** – The html5 resizes the publication automatically so that you can view the magazine on most mobile devices.
3. **eReader output** – The eReader output option allows you to download 'eBook' files so that you can read the magazine on the growing number of eReaders such as Kindle, Nook and iBooks.
4. **Thumbnail view** – You can select to show a thumbnail-style navigation panel that allows you to view the entire publication at once.
5. **A share feature** – You can share the digital publication with friends and colleagues via social networks, including Facebook and Twitter, or via email or google.
6. Active hyperlinks connect you with all websites and emails contained in the publication.
7. Active links connect you to specific stories from the front cover and contents page.
8. Active links connect you to advertiser websites from their ads and the ad index.
9. Searchable and zoomable content allows you to search the entire issue for specific words, phrases, subjects, etc.
10. You can make *Eye on New Jersey* content even more valuable by adding your own personal notes and bookmarks throughout each issue.

To experience *Eye on New Jersey* online, visit [www.njsop.org](http://www.njsop.org)



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PHYSICIANS

## NJSOP E-NEWS

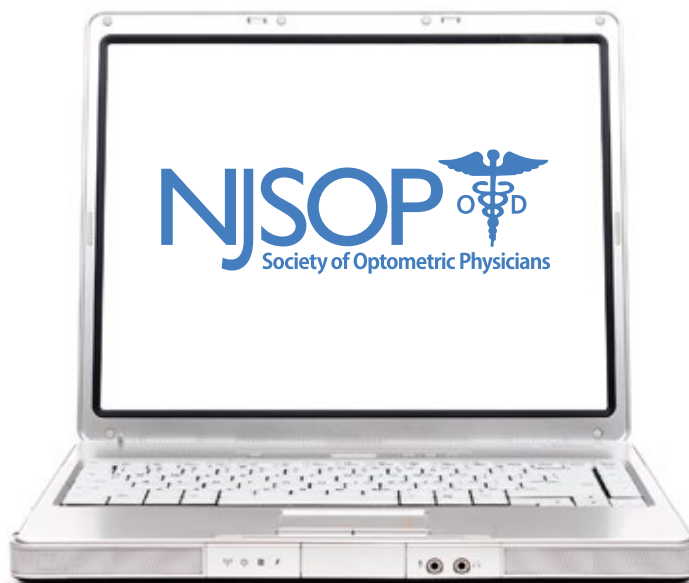
THE OFFICIAL ONLINE NEWSLETTER OF THE NEW JERSEY SOCIETY OF OPTOMETRIC PHYSICIANS

Sent out four times per year to optometry professionals across New Jersey

HAVE YOUR COMPANY  
PROMOTED IN FRONT OF ALL  
NJSOP MEMBERS

As a sponsor, your company will  
be recognized in the e-newsletter  
with a high-impact presentation  
including a direct link to your  
company's website.

Reaching NJSOP's members four times  
per year: February, April, July, October



FULL		HALF		QUARTER	
600 pixel (width) x 300 pixels (height)		600 pixel (width) x 150 pixels (height)		600 pixel (width) x 75 pixels (height)	
1x	\$250	1x	\$200	1x	\$150
4x	\$200	4x	\$150	4x	\$100

To reach optometric physicians across New Jersey through *Eye on New Jersey* and/or NJSOP's E-Newsletter and its targeted readership, contact Chad at your earliest convenience.

**CHAD MORRISON**, Marketing Manager

E-mail: [chad@kelman.ca](mailto:chad@kelman.ca) Toll Free: 866-985-9788 Toll Free Fax: 866-985-9799

Published for NJSOP by:

*Craig Kelman*  
ASSOCIATES

## Production Requirements

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

(earlier versions of the above programs are also acceptable)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS/IMAGES** used must be included
- All pantone/spot colors **MUST** be converted to **CMYK**
- Include a hard copy (color or black proof) or email a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by email
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your email or Word document
- Contact us for **ftp site information** for files that are too large to email
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

### Please submit ad material to:

STEFANIE HAGIDIAKOW

Ph: 866-985-9790

Fax: 866-985-9799

Email: [stefanie@kelman.ca](mailto:stefanie@kelman.ca)



Craig Kelman & Associates  
3rd Floor - 2020 Portage Ave.  
Winnipeg, Manitoba R3J 0K4  
[www.kelman.ca](http://www.kelman.ca)

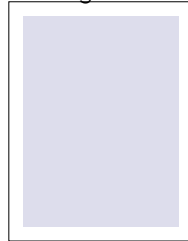
## AD MATERIAL SUBMISSION INFO

### AD DIMENSIONS:

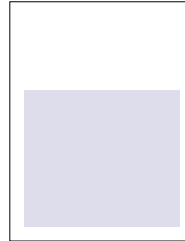
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

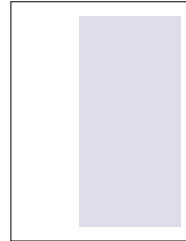
Full Page



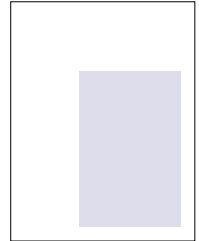
2/3 Horizontal



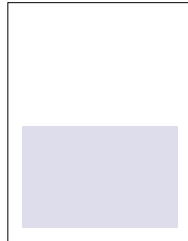
2/3 Vertical



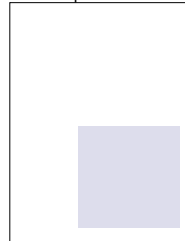
1/2 Island



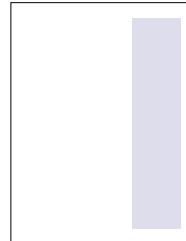
1/2 Horizontal



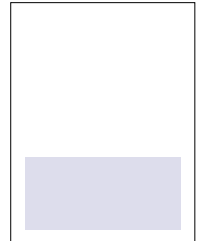
1/3 Square



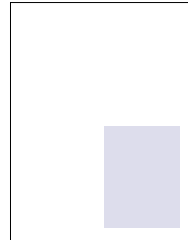
1/3 Vertical



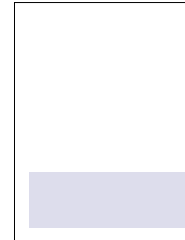
1/3 Banner



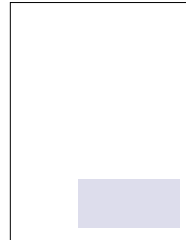
1/4 Vertical



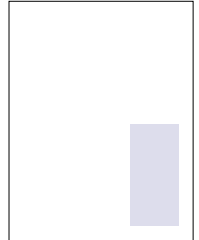
1/4 Banner



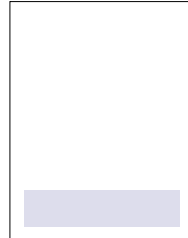
1/6 Horizontal



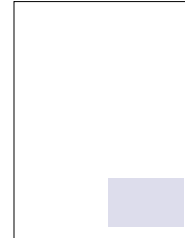
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

