

Discover
**JERSEY
ARTS**

SUMMER 2020

Season Preview Guides

Guides for North, Central, and South Jersey

publication date: May 19
ad reservation date: April 14

presented by



About The Guides

In September 2019, New Jersey Stage produced 3 Fall Arts Preview Guides in association with ArtPride New Jersey and the New Jersey State Council on the Arts. The response by the arts community exceeded expectations and we are excited to produce the 2020 Summer Preview Guides.

These guides will be published digitally under the Discover Jersey Arts brand and will cover content regionally (North, Central, South Jersey) for the period from May 22 through September 7. Each will include in-depth feature articles, a photo slideshow of an art exhibit, and a look at events taking place in the area. Guides will be a minimum of 50 pages and will feature content largely unique to the region.

Browse the Fall 2019 Guides

Click on a cover to load the guide.

North Jersey Guide	Central Jersey Guide	South Jersey Guide
		
Bergen, Essex, Hudson, Morris, Passaic, Sussex, Warren Counties	Hunterdon, Mercer, Middlesex, Monmouth, Ocean, Somerset, Union Counties	Atlantic, Camden, Burlington, Cape May, Cumberland, Gloucester, Salem Counties

About The Guides

Designed like traditional publications with pages that turn and look closer to a magazine than a website, each guide includes powerful features of the web (audio, video, and interactive links) that make it a unique reading experience. All ads are full-color and contain links to websites. This media kit will show you some of the possibilities for your ads.

Each guide is readable by PC, tablet, or smartphone without the need to zoom or magnify the text. Guides may be downloaded to be read offline as well. We estimate that each edition will reach approximately 5,000 unique readers and have a shelf life lasting throughout the entire summer. Ads may even be updated once to keep them fresh during the run.

The Digital Advantage:

Affordable ad rates • Full-color ads • Interactive Ads

Videos and Photo slideshows can be included to make ads stand out

Digital is better for the environment than print

Guides are available everywhere • Articles can be shared on social media

Distribution:

NewJerseyStage.com • New Jersey Stage Social Media • JerseyArts.com

Discover Jersey Arts Social Media • ArtPride Social Media

NJSCA Social Media • Search Engines

Don't miss your chance to be part of these exciting Summer Guides!

Pages of the guide will come alive with audio, video and interactivity. This is the next stage of arts journalism - a combination of traditional design and the features of the Internet. It's as creative as the arts itself!

Advertisers can use their existing ad copy or try something new. Following the rate card, we will show you some possibilities for advertising, such as the use of video directly in an ad, promoting multiple events on one page with direct links to each event page, and using a photo slideshow to capture a reader's attention.

New Jersey Stage has been producing digital magazines since 2014. For more information on the company, [click here](#). To view the latest issue of NJ Stage Magazine, [click here](#).

Want to pitch an idea for a story?



[NJStage.com/pitch](https://njstage.com/pitch)

Pitch your story idea(s) to NJ Stage. Editorial coverage will be limited to organizations registered with the Jersey Arts Marketers (JAM) network.

2020 Rate Card - prices for North Jersey, Central Jersey, & South Jersey guides

Ad Size	Rate	Specifications
Full page includes links to 3 websites or web pages. Ad may contain video or photo slideshow for an additional \$50	\$125	8.5" x 11" (full-color, no bleed)
Half page includes links to up to 3 websites or web pages	\$75	8.5" x 5.5" or 4.25" x 11" (full-color)
Banner Ad includes a link to 1 website or web page	\$35	300x250 pixels (full color)

20% off for ArtPride member organizations with promo code

Reserve ad space at www.artpridenj.org/seasonpreviews

Custom ad design is available for \$25 per ad

Ad Reservation Deadline is April 14, 2020

The guides will be released May 19, 2020 and cover events from May 22 through September 7. The guides are digital publications, designed like a traditional magazine but with the features of the web (links, audio, video, etc.). Each guide will reach an estimated 5,000 readers or more. Ads must be received by May 7. Prices shown are for credit card payment. For checks add 15% to cost.

presented by



NEW JERSEY
Stage

Each guide includes coverage of 7 counties

North Jersey Guide

includes Bergen, Essex, Hudson, Morris, Passaic, Sussex and Warren

Central Jersey Guide

includes Hunterdon, Mercer, Middlesex, Monmouth, Ocean,
Somerset, and Union

South Jersey Guide

includes Atlantic, Burlington, Camden, Cape May, Cumberland,
Gloucester, and Salem

**TO RESERVE AD SPACE
OR FOR MORE INFO VISIT**

www.artpridenj.org/seasonpreviews