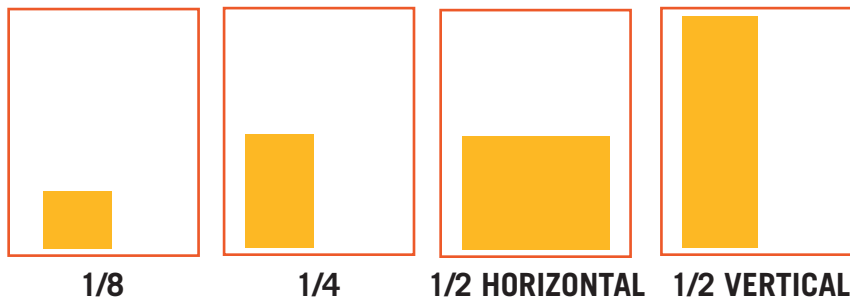


## Advertising Rate Card

Reach more than 2,000 New Jersey area readers interested in autism.

Autism New Jersey is a nonprofit organization committed to enhancing the lives of individuals with autism and their family members so that they may live their lives to their fullest potential.

Type of ad	Member	Non-Member
Classified: 75 word limit, black and white Parents Seeking Services only	\$35	\$45
1/8 page: 3.5" x 2" horizontal only black and white	\$75	\$100
color off set	\$100	\$125
full color	\$125	\$150
1/4 page: 3.625" x 4.625 vertical only black and white	\$150	\$175
color off set	\$175	\$200
full color	\$225	\$250
1/2 page: 3.625" x 9.5" vertical 7.5" x 4.625" horizontal black and white	\$300	\$375
color off set	\$350	\$425
full color	\$400	\$475
Full page insert: 8.5" x 11 horizontal or vertical (color paper, black ink)		
One sided	\$375	\$425
Two Sided	\$550	\$650



### Ad Criteria

#### Style:

Ads placed in The Beacon are available in black and white, in attractive, eye-catching orange offset, or in full color.

#### Deadlines:

The Beacon issues are published bi-monthly as follows: February, April, June, August, October, and December. All ads must be submitted by the 1st of the preceding month.

#### Preferable format for ads

Bitmapped image format, i.e., jpeg, tiff, or bmp at 300dpi resolution at size. Adobe Illustrator, EPS or PDF formats. Microsoft Word documents can be submitted, but ad design charges may apply. Images taken from a website are generally not acceptable for print.

#### Purchasing your ad:

When forwarding your ad to Autism New Jersey, please forward a check made payable to Autism New Jersey. Alternatively, you may forward your contact information for billing purposes. For all advertising submissions, questions and inquiries, please contact Jessica Alloway, Coordinator of Communications and Marketing at 609.883.8100, or e-mail [jalloway@autismnj.org](mailto:jalloway@autismnj.org).