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Star-Ledger

Jersey Arts Marketers Ad Package

presented in partnership with



Introducing Content-Based Marketing

- Content marketing allows you to promote your venue or shows and reach your best prospects in a way that is both valuable and trusted by the reader
- You create the article or we create it for you
- Article Headline appears with relevant content
- Engagement with Content is enhanced with a complementary display campaign
- Display campaign is targeted to your exact audience
- In-River and Display Impressions are served over a 30 day period
- Full campaign performance and metrics will be provided at end of campaign

How Does it Work?

Article Headline appears “In-River”

ALL TICKETS JUST \$30
FULFILLMENT CENTER
WORLD PREMIERE WRITTEN BY ABE KOOGLER
DIRECTED BY DANIEL AUKIN
GET TICKETS
nj.com True Jersey

Worry Free
Summer Days
Affordable repair protection plans for your Central AC.
ENROLL BY JULY 15TH & GET 2 MONTHS FREE!
USE CODE: 2FREEAC4 ▶
PSEG WorryFree

Contextually Relevant Placement

NEW JERSEY ARTS



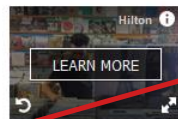
Richard Gerstl at Neue Galerie: Ambition, Art, Music, Suicide in old Vienna

6 days ago Dan Bischoff | For The Star-Ledger | +



'Marvin's Room' Broadway review: This heartbreaking play is a must-see

1 week ago Christopher Kelly | NJ Advance Media for NJ.com | +



SPONSOR CONTENT

[Watch] How Many of These New Orleans Music Joints Would You Explore?

By Hilton



When YMCA is stronger than AARP: Village People stop in NJ as part of 40th anniversary tour

10 days ago Natalie Pompilio | For NJ Advance Media | +

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ALL TICKETS JUST \$30
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MTC

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with our 30-day money-back guarantee

Content “River”

Your Headline Appears Here

Clicking on Headline Takes User to Article Page



NEW JERSEY REAL-TIME NEWS



Hate crimes in N.J.? Why the data is borderline useless

Yesterday Stephen Stirling | NJ Advance Media for NJ.com



Welcome to Trumplandia: How this N.J. town reflects national trends | Di Iorio

4 hours ago Mark Di Iorio | The Star-Ledger



FIND LOCAL
Real Estate Jobs Autos Businesses
Real Estate



Jersey City launches small business shopping campaign

27 minutes ago Caitlin Mota | The Jersey Journal



Driver swerved to avoid car in crash that injured 4, cops say

40 minutes ago Matt Gray | For NJ.com



Man who shot himself in park hospitalized, police say

1 hour ago Myilee Ma | NJ Advance Media for NJ.com



The Wallington Fire Department's 15th annual Holiday Parade

1 hour ago Anthele Economopoulos | NJ Advance Media, for NJ.com



SPONSOR CONTENT

Rita Moreno a tremendous hit on NJ Speakers Series season opening

By Special to NJ.com
on October 07, 2016 at 5:00 AM, updated October 07, 2016 at 5:02 AM



Rita Moreno performed at NJ Performing Arts Center on Oct. 6 to open the NJ Speakers Series.

Special to NJ.com

On Thursday, Oct. 6, the [New Jersey Speakers Series](#), presented by [Fairleigh Dickinson University](#), launched its third season at the [NJ Performing Arts Center](#) to tremendous acclaim with its first speaker, singer/actor/dancer Rita Moreno.

Moreno, known as one of only a small number of living EGOT winners — those who have won Emmy, Grammy, Oscar and Tony awards — regaled the audience with her behind-the-footlights stories of

her fight against Latina stereotypes on the big screen, her stormy relationships with Marlon Brando and Elvis Presley, and the tremendous honors she has received throughout her long career.

Christopher Capuano, president of [Fairleigh Dickinson University](#), welcomed the gathering before Rita Moreno took the stage, noting that the Speakers Series builds on the university's mission to prepare world citizens who are engaged with important issues.

"We are known for transforming lives. We do that in many ways, including through programs like this, where we hear from those who have not only transformed their lives, but who have changed their world," he said.

He added that the university takes, "special pride in offering programs that enrich the cultural and intellectual life of our community — and that may



MOST READ



Parents charged after son, 2, reportedly shot in their home



New analysis reveals surprises in Trump tax plan



3 airlifted from scene of serious crash on Route 55, police say



N.J. firefighter, EMT dies during Florida diving trip



Chris Ash faces a critical offseason as Rutgers fails to show improvement in Year 1 | Politi



Additional Engagement Opportunities on Article Page

Additional Photos or even video can be embedded in Article Page

Hyperlinks can be embedded in article that take users to your website


NEW JERSEY SPEAKERS SERIES
presented by
FAIRLEIGH DICKINSON UNIVERSITY

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NEW JERSEY SPEAKERS SERIES
2016-2017 SEASON
AT NEW JERSEY PERFORMING ARTS CENTER
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100% share of voice of ad units on your article page. Ads click to your website.

Additional Engagement through Display Impressions

Leaderboard

Rectangle

NEW JERSEY ENTERTAINMENT



They're baaaack! 'Jersey Shore' cast returns to N.J. to film reunion show

1 hour ago | Hunter Hulbert | For NJ.com



They're baaaack! 'Jersey Shore' cast returns to N.J. to film reunion show

38 minutes ago | Hunter Hulbert | For NJ.com | 7



2 N.J. bars among 25 best beach bars in U.S., says national web site

2 hours ago | Joseph Atmonavage | NJ Advance Media for NJ.com | 2

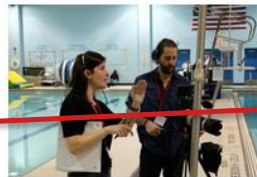


N.J.'s best pizzeria: When we'll visit our 50 semifinalists

3 hours ago | Peter Genovese | NJ Advance Media for NJ.com | 13



Mechanical bull up for auction after popular Country Western club closes



N.J. filmmaker dives into a special world of local swimmers

Yesterday | Stephen Whitty | ArtsSyndicate



STATE THEATRE NEW JERSEY JULY 15 | BUY TIX >

MOST READ



They're baaaack! 'Jersey Shore' cast returns to N.J. to film reunion show



2 N.J. bars among 25 best beach bars in U.S., says national web site



A day at the Jersey Shore: Tons of fun on Ocean City beaches (PHOTOS)



Things to do around Hudson County



What's playing in Hudson movie theaters this weekend?

FIND LOCAL

Real Estate | Jobs | Autos | Businesses |

Real Estate

SEARCH >

- Leaderboards and Rectangles are targeted to your exact audience throughout nj.com
- Display ads click through to Article Page

Four Package Levels*

\$3,000

- 50M in-river impressions
- 78M display impressions
- Quarter Page print ad in Friday Ticket section (could be ad or article)

\$2,500

- 42M in-river impressions
- 65M display impressions

\$1,500

- 25M In-river impressions
- 39M display impressions

\$1,000

- 16M in-river impressions
- 26M display impressions

*Note - Package levels only available to groups registered with the Jersey Arts Marketers network

We're happy to be partnering with the ArtPride New Jersey Foundation and New Jersey State Council on the Arts to make this affordable marketing opportunity available to our state's arts community.

For additional information, or to get started with a program, please contact one of the NJ Advance Media consultants below:

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732-902-4311

tbrandstatter@njadvancemedia.com

Denise Cross

732-439-6288

dcross@njadvancemedia.com

Committed To You

As your marketing partners at NJ Advance Media, we are committed to providing you with effective, creative programs that will exceed your expectations.

We will accomplish this by executing your programs in a timely manner, and consistently evaluating their performance against the goals identified in the campaign.

