



Thank you for your interest in advertising in the SeaBreeze. The SeaBreeze is a Borough publication that contains important announcements, events, program information, and other articles of interest to Sea Bright residents and business owners.

In addition to this cover page, you'll find an advertising rate schedule with ad size options and pricing information, ad copy submission guidelines and instructions, and an order form.

### Helpful Information:

#### **Publishing Schedule:**

**First Quarter** (January - March): This edition contains announcements, programs, events, past news, and notifications that fall within January, 1 - March 31.

**Ad submission deadline:** January 1.

**Publication Date:** January 21

**Second Quarter** (April - June): This edition contains announcements, programs, events, past news, and notifications that fall within April, 1 - June 30.

**Ad submission deadline:** March 15

**Publication Date:** April 1

**Third Quarter** (July- September): This edition contains announcements, programs, events, past news, and notifications that fall within July 1 - September 30.

**Ad submission deadline:** June 15

**Publication Date:** July 1

**Fourth Quarter** (October - December): This edition contains announcements, programs, events, past news, and notifications that fall within October 1 - December 31. (Early January announcements should also be included in this issue.)

**Ad submission deadline:** September 15

**Publication Date:** October 1.

#### **Distribution:**

Each edition of the SeaBreeze is electronically mailed to all publication subscribers, and bulk printed copies are available at Borough Hall, the Sea Bright Library, and most business establishments in Sea Bright. Additionally, each issue will be published online and maintained in the Sea Breeze Archives on the Sea Bright borough web site: [www.SeaBrightNJ.org](http://www.SeaBrightNJ.org). Your ad will permanently reside on the website with a link from your ad to your website, (if you have one). The borough website is indexed on the major search engines, and because each online publication provides a permanent link to your website, it will actually help increase your own web site's ranking in the search results.

#### **Ordering and Payment Terms:**

Please complete the included order form and mail payment in full to:

**The Borough of Sea Bright**  
**Attn: SeaBreeze Editor**  
**1167 Ocean Avenue**  
**Sea Bright, N.J. 07760**

Please note the Borough of Sea Bright does not bill advertisers; payment in full must be submitted with the attached order form. Please make all checks payable to the Borough of Sea Bright, with "SeaBreeze" in the memo. Please be sure the completed order form is included with your payment

#### **Editor Contact:**

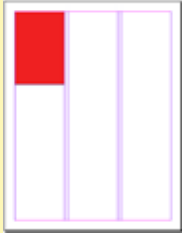
Joan Osgoodby  
Advanced Marketing Solutions  
3 Island View Way  
Sea Bright, N.J. 07760  
Phone: 732-241-4055  
Email: [SeaBreeze@VisitSeaBright.com](mailto:SeaBreeze@VisitSeaBright.com)

# SeaBreeze Advertising Rate Schedule

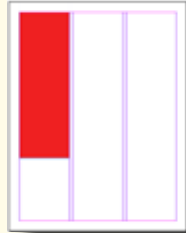
## PRINT and ELECTRONIC PUBLICATION

### ONE COLUMN ADS (page size 8.5" x 11")

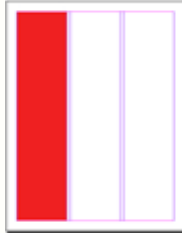
small (\$100)



medium (\$175)



large (\$250)



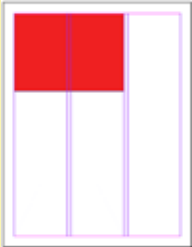
**ONE COLUMN SMALL:** \$100 per edition  
2.5" wide x 3.25" high (Pixel dimensions 180w x 234h)

**ONE COLUMN MEDIUM:** \$175 per edition  
2.5" wide x 6.75" high (Pixel dimensions 180w x 486h)

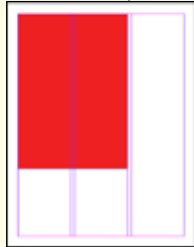
**ONE COLUMN LARGE:** \$250 per edition  
2.5" wide x 10" high (Pixel dimensions 180w x 720h)

### TWO COLUMN ADS (page size 8.5" x 11")

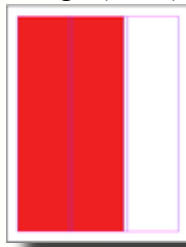
small (\$175)



medium (\$300)



large (\$425)



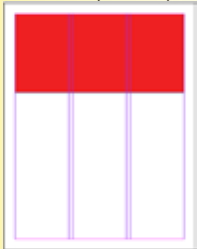
**TWO COLUMN SMALL:** \$175 per edition  
5" wide x 3.25" high (Pixel dimensions 360w x 234h)

**TWO COLUMN MEDIUM:** \$300 per edition  
5" wide x 6.75" high (Pixel dimensions 360w x 486h)

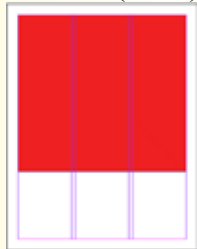
**TWO COLUMN LARGE:** \$425 per edition  
5" wide x 10" high (Pixel dimensions 360w x 720h)

### THREE COLUMN ADS (page size 8.5" x 11")

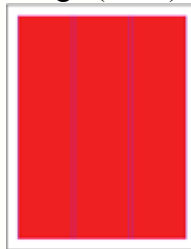
small (\$250)



medium (\$425)



large (\$600)



**THREE COLUMN SMALL:** \$250 per edition  
7.5" wide x 3.25" high (Pixel dimensions 540w x 234h)

**THREE COLUMN MEDIUM:** \$425 per edition  
7.5" wide x 6.75" high (Pixel dimensions 540w x 486h)

**THREE COLUMN LARGE:** \$600 per edition  
7.5" wide x 10" high (Pixel dimensions 540w x 720h)

## ELECTRONIC PUBLICATION ONLY

### BUSINESS SECTION

Ads published in the electronic version ONLY will appear in the Business Section following the main informational content in the SeaBreeze.

**HALF PRICE ADS:** Ads in the electronic publication will be charged at half-price of the normal ad rate schedule. Your ad will be included in the electronic version that is emailed to the subscriber database and published on the Borough website.

← Please refer to ad rate schedule and cut price in half for desired ad size.

### COUPONS (\$25 per edition\*)

The SeaBreeze now features a special coupon category as part of the Business Section of the electronic version only. This option features a listing with your business name, address, phone, website, and promotional offer. Coupon cost is \$25 per edition with a minimum run of four editions.

\* 4 edition minimum. Total cost = \$100  
The content of your promotional offer can be changed quarterly.

## MULTIPLE RUN DISCOUNTS

Ads contracted for four consecutive editions will receive a ten percent discount (coupons excluded). Ad content can be changed at no additional charge for each edition.

**SAVE  
10%**

## AD SPECIFICATIONS

**AD COPY:** If you are supplying your own ad copy, please design all image files with a 300 dpi setting and save file extension as .PDF, .EPS, .JPG or .GIF. Please select the "high quality print" preset. If you have a printed ad (without digital copy) we can scan the ad for you.

**FREE AD DESIGN:** If you need help with ad copy, we can provide professional ad design services at no cost with your ad payment.

**TO SUBMIT ART WORK or USE FREE DESIGN SERVICES:** Please email ad copy to the SeaBreeze Editor Joan Osgoodby: seabreeze@VisitSeaBright.com or contact her by phone: 732-241-4055.



# BOROUGH OF SEA BRIGHT

1167 OCEAN AVENUE, SEA BRIGHT, N.J. 07760

TEL: (732) 842-0099

Advertiser: \_\_\_\_\_

Date: \_\_\_\_\_

Street: \_\_\_\_\_

Phone: \_\_\_\_\_

Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

### PLEASE SPECIFY AD SIZE

Also enter the number of times ad should run after your selection (s)

PRINT and ELECTRONIC VERSION		ELECTRONIC VERSION ONLY		COUPON LISTING
ONE COLUMN	Number of Consecutive Editions	ONE COLUMN	Number of Consecutive Editions	Minimum of four editions required
<input type="checkbox"/> small (\$100)	_____	<input type="checkbox"/> small (\$50)	_____	<input type="checkbox"/> coupon (\$25) (\$25 x 4 = \$100)
<input type="checkbox"/> medium (\$175)	_____	<input type="checkbox"/> medium (\$87.50)	_____	
<input type="checkbox"/> large (\$250)	_____	<input type="checkbox"/> large (\$125)	_____	
<b>TWO COLUMN</b>		<b>TWO COLUMN</b>		
<input type="checkbox"/> small (\$175)	_____	<input type="checkbox"/> small (\$87.50)	_____	
<input type="checkbox"/> medium (\$300)	_____	<input type="checkbox"/> medium (\$150)	_____	
<input type="checkbox"/> large (\$425)	_____	<input type="checkbox"/> large (\$212.50)	_____	
<b>THREE COLUMN</b>		<b>THREE COLUMN</b>		
<input type="checkbox"/> small (\$250)	_____	<input type="checkbox"/> small (\$125)	_____	
<input type="checkbox"/> medium (\$425)	_____	<input type="checkbox"/> medium (\$212.50)	_____	
<input type="checkbox"/> large (\$600)	_____	<input type="checkbox"/> large (\$300)	_____	

Subtotal: \_\_\_\_\_

Subtract 10% if running 4 consecutive ads (this discount excludes coupon listings) \_\_\_\_\_

### Ad Copy

Total Amount: \_\_\_\_\_

- I will supply ad copy in digital format and send it via email to: [SeaBreeze@VisitSeaBright.com](mailto:SeaBreeze@VisitSeaBright.com)
- I will supply hardcopy to be scanned.
- I need free ad design services. Copy will not be run without my final approval.

By signing this agreement, I understand that when my ad copy is submitted/finalized, my ad will run consecutively in the Sea Bright SeaBreeze publication for the number of issues paid for and indicated above; and that there are no refunds unless the publication ceases to be produced. I also understand that each issue will be electronically mailed to all publication subscribers, and printed copies will be available at Borough Hall, the Sea Bright Library and various business establishments in Sea Bright. Additionally, each issue will be published online and maintained permanently in the Sea Breeze Archives on the Sea Bright Borough web site: [www.SeaBrightNJ.org](http://www.SeaBrightNJ.org) - which is indexed and found on major search engines on the internet.

Ad size: \_\_\_\_\_ Number of Issues: \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_