Vacationer

SOUTHERN NEW JERSEY

The OFFICIAL Destination Guide for Atlantic, Cape May & Cumberland Counties



2027 Rate Card

New Jersey visitnj.org

Full page

Rates: (all ads 4/c)

Full Page	$4200
One-Half Page	$2555
One-Quarter Page	$1325
Business Card (1/12)	$450
Back Cover	$9000
Inside Cover	$5500
Inside Cover Spread	$7500

Ad Sizes: (in inches)

- Full Page Bleed: 8 x 10 7/8
- Full Page Non-Bleed: 7 x 10
- One-Half Page: 7 x 4 7/8
- One-Quarter Page: 3 3/8 x 4 7/8

1/2 page

1/4 page

1/12*

1/12*

1/12*

BE PART OF THE REGION'S PREMIERE & MOST COMPLETE VISITOR'S GUIDE











Deadlines:

- **Ad Space: November 26th, 2026**
- **Materials: December 31st, 2026**

Sales Info:

HEATHER HOFFMAN
hhoffman967@gmail.com ◆ 609-675-6632

Design & Production:

SASSAFRAS DESIGN
Michael L.B. Lacy
mlblacy@mac.com ◆ 609-665-9432

- Guides are direct mailed in response to requests from the counties toll-free lines, and on our websites: www.njsouthernshore.com, www.thejerseycape.com, www.escapetothejerseycape.com and www.explorecumberlandnj.com. Our web sites get over 150,000 visitors annually.

- Extensively marketed through our region's Canadian Marketing Program targeted to the Quebec province.

- Distributed through Getaways on Display Distribution in NJ, PA, the Philadelphia metro, MD, VA.

- Planned distribution to Consumer Travel & Trade Shows in NJ, PA, MD, DC, NY and also Montreal, Canada (COVID dependent).

- Distributed to 40 AAA Offices throughout NJ, NY and PA and also 8 CAAs in the province of Quebec.

File Requirements & Specs:

We accept files from QuarkXPress or supplied as high-res PDFs (otherwise additional charges will be added).
Documents: QuarkXPress version 4 (or higher) PC or Mac format files. Please ensure process, RGB, and Pantone colors are set to CMYK separation ON (and spot color is not selected). Set up Quark document size to actual ad size. Do not center live matter within larger document. (i.e. 7" X 10" ad should be in document of exactly that size.)
Images: Uncompressed TIFF or EPS files. 4/C images saved in CMYK. B/W and color images should be scanned at 300 dpi.
Line art should be scanned at 1200 DPI. Be sure to include all image and logo files that are used and list below with file names.
Four Color: Maximum density of 85% for black, total for all colors 280%. UCR (undercolor removal) should be used. For Quark tints: max 4/c density not to exceed 300%. **Fonts:** Adobe Type 1 fonts ONLY. Include all fonts on disk (both printer and screen). Do not assume that the fonts will be on our systems. NO TRUE TYPE FONTS CAN BE ACCEPTED. Include fonts used in EPS files or convert type to outline.
Proofs: SWOP Certified color proofs (Example: Fuji PictroProof, Digital Water Proof, Matchprint, Kodak Approval). We will attempt to color match on press, as closely as possible, to what is provided. All documents (b/w and color) must include a composite laser for all and pages. Files can be supplied on disk, or submitted electronically via email, DropBox or another file sending service.
Bleed: .125". Live Area: 1/4" from trim all around.

PRODUCTION QUESTIONS? Contact Michael Lacy at Sassafras Design LLC. mlblacy@mac.com or 609-665-9432