



## 2017 Rate Card

WEEKLY AD RATES	1/16 Page	1/8 Page	1/4 Page	1/2 Page	Full Page	2-Page Spread
Year-Round: All 47 issues 2/9 - 12/28	<b>\$28</b>	<b>\$45</b>	<b>\$68</b>	<b>\$102</b>	<b>\$153</b>	<b>\$230</b>
Seasonal: 20 issues 5/25 - 8/31	<b>\$32</b>	<b>\$52</b>	<b>\$79</b>	<b>\$119</b>	<b>\$176</b>	<b>\$265</b>
Regular * Rate Card: Summer	<b>N/A</b>	<b>\$65</b>	<b>\$97</b>	<b>\$151</b>	<b>\$227</b>	<b>\$340</b>
Regular * Rate Card: Off Peak	<b>N/A</b>	<b>\$55</b>	<b>\$83</b>	<b>\$125</b>	<b>\$187</b>	<b>\$281</b>

We reward loyal customers in a BIG way! Sign up for one of our 47-week packages and save **25%** off our regular rates! Can't commit to year-round because your business is seasonal? Sign up for 20 weeks and save 20%.



**Exit Zero** is delivered every Thursday to accommodations, restaurants, stores and other businesses in Cape May, West Cape May, North Cape May, Cape May Point, Lower Township & Villas. It is also mailed to hundreds of paid subscribers in dozens of states.

### AD DEADLINE

Must reserve space and provide copy by Friday at noon for following issue.

Need your ad designed?  
We can do it for free!

Need photographs? Also free for year-round and seasonal advertisers!

### AD SPECIFICATIONS (W x H)

**2-Page Spread** ..... 16.25 x 10.875

**Full Page** ..... 6.8 x 9.2

**1/2 Page** ..... 3.3 x 9.2 or 6.8 x 4.5

**1/4 Page** ..... 3.3 x 4.5

**1/8 Page** ..... 3.3 x 2.2

**1/16 Page** ..... 1.5 x 2.2

Camera-ready ads: 200dpi PDF or JPG

**Receive a 10% discount off REGULAR RATES if you run at least 4 consecutive ads.**

**NON-PROFITS RECEIVE A 50% DISCOUNT OFF ALL RATES**

**Invoices mailed monthly — all major credit cards accepted**

**Contact Ad Manager ALEX TESTA to reserve space**

**Office: 609-770-8479 \* Cell: 609-305-0228 \* Email: alex@exitzero.us**

# EXIT ZERO



The 2017 color issues... pure luxury!



## GUARANTEED READERSHIP

4000 copies will be guaranteed to reach your customers. That's a per-issue readership of 12,000!

## EFFECTIVE, CONTROLLED DISTRIBUTION

*Typical distribution*

- 2300 Hotel, motel, B&B rooms
- 500 Condo & rental units
- 700 Retailed
- 500 Paid subscriptions

## AND... AT A PRICE YOU CAN AFFORD!

1/16 Page.....	\$80
1/8 Page.....	\$120
1/4 Page.....	\$180
1/2 Page.....	\$270
Full Page.....	\$405
2-Page Spread.....	\$610

## AD SPECIFICATIONS

1/16 Page:	1.85 x 2.55
1/8 Page:	3.9 x 2.55
1/4 Page:	3.9 x 5.275
1/2:	3.9 x 10.75 / 8 x 5.275
Full Page:	8 x 10.75
2-Page Spread:	16 x 9.75

Quality trumps quantity. Which is why we will be publishing three color issues in 2017. BUT... they will be sumptuously produced — around 200 pages in luxury 9 x 12 format, on art-grade paper, with heavyweight covers. World-class publication, small-town ad rates!

### THE SEASON KICK-OFF ISSUE PUBLISHES MAY 8

Want to know about all the latest new shops, restaurants and activities? You'll find this, plus features on upcoming new business owners — and a whole lot more. The perfect summer opener!

### THE HOT SUMMER ISSUE PUBLISHES JUNE 28

Packed with inspiring stories, great photography, a comprehensive food & drink section, summer shopping guide, an activities A-Z, and all the info the visitor needs to enjoy Cape May.

### THE FABULOUS FALL ISSUE PUBLISHES AUGUST 23

For many, it's Cape May's best season. We feature a guide to all the area's best activities, a holiday shopping guide, and everything you need to know about the spectacular holidays season.

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Office: 609-770-8479 \* Cell: 609-305-0228 \* Email: [alex@exitzero.us](mailto:alex@exitzero.us)



## A special offer to 20 selected local businesses... advertise on our website

- \* Our website, **exitzero.us**, continues to see a steady increase in traffic. As a result, we offer a banner ad to 20 selected businesses.
- \* Our website attracts some terrific click-through rates. According to Google, the average click-through rate is 0.2%. Some of the click-through rates on the ads currently running on our site have gone as high as 2 (aka, TEN times the national average). These numbers continue to grow, as we promote the site on our Facebook page (which had more than 19,000 fans as of December 2016). If you lock into a one-year deal, you will pay \$600 for a display ad across the top of our site, for 365 days from March 1, 2017.
- \* The space will be shared by 20 local businesses, each rotating equally throughout the day. Lock in for just \$50/month.



**The coolest collection of Cape May artwork!**

**This is the shape of your ad... We will design it free.**

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*Want to advertise your business every week in the Cape's best-read magazine but need to stay on a very tight budget? Now you can!*

## **NEW: The EZ Small Business Directory**

From cleaning companies to taxi cabs, painters to carpenters, plumbers to pool cleaners. Advertise for just \$28 per week!

**Advertise in all 47 issues... \$28 PER WEEK**

**Advertise in 20 summer issues... \$32 PER WEEK**

NOTE: THE SMALL BUSINESS ADS ARE ONLY AVAILABLE IF YOU BOOK YEAR-ROUND OR SUMMER-ROUND.

Contact Ad Manager **ALEX TESTA** to reserve space  
Office: 609-770-8479 \* Cell: 609-305-0228 \* Email: [alex@exitzero.us](mailto:alex@exitzero.us)



# The EZ Small Business Directory



## Dave Smith Roofing & Siding

SERVING CAPE MAY FOR  
THE LAST 30 YEARS

**609-123-4567**  
**davesmithroofing.com**  
NJ # 1234567892345

## Big Al's Painting Co.

No job too big or  
small... we mean it!

Commercial/  
residential  
**609-123-4567**  
NJ # 1234567892345

## Aart's Taxis

Don't take a risk...  
take a taxi with  
Aart's!

**609-123-4567**  
**aartstaxis.com**  
NJ # 1234567892345

## Looby Loo's Fabulous Clean Crew

OFFICES, RENTALS,  
MANSIONS, SHEDS!

**609-123-4567**  
**loobyloocleaning.com**  
NJ # 1234567892345

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NJ # 1234567892345



*Join the fastest-growing property section on the Cape and be part of a very cool new feature!*

Book at least a quarter page real estate ad year-round and you will be included in our rotation for the Home of the Week, a FREE full-page writeup that kicks off the new and improved Exit Zero Property Guide.

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# PROPERTY GUIDE



**HOME OF THE WEEK: 26 Happy Street, Cape May**

Ma num, ea volum aut aceriendae eaquis nosanim odignihilis simil maionecto eum esedit, sitinve liquaectotae sunte laboribero in con commolorio tem lic tem volupta simusci derovide magnis esequia dolorrovitem sit, omnihilis et milis aspe ad modigent imus as conseditem eiciunt, occabo. Nam quo ium ipid quatem re is endit fugita duntur ad quodici bla

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**\$1,500,000**

