



NEW JERSEY CHAMBER OF COMMERCE

www.njchamber.com

ENTERPRISE

a quarterly focus on the people and the issues that drive New Jersey business

2011 EDITORIAL CALENDAR



If you want to increase your business and build relationships as well as name recognition, you need to stay visible and present your value proposition to the leaders in this state. The state wide chamber of commerce, with more than 1800 organizations, has the influence to accomplish those goals, and the vehicle to deliver your message.

IN EACH ISSUE OF ENTERPRISE, THE CHAMBER WILL BRING YOU QUARTERLY UPDATES ON:

- **HOT NEWS TOPICS**
- **STATEWIDE ECONOMIC DEVELOPMENT**
- **WORKFORCE DEVELOPMENT & TRAINING**

KEY TOPICS AND INDUSTRIES COVERED DURING THE YEAR INCLUDE:

FIRST QUARTER

TOPICS:

Construction
Real Estate
Manufacturing

TARGET INDUSTRIES: builders, real estate professionals, business owners, manufacturers, lawyers

SPACE RESERVATION:

January 14

AD COPY:

January 21

ISSUE DATE:

February 18

SECOND QUARTER

TOPICS:

Higher Education/Training
Accounting/Financial Services
Banking

TARGET INDUSTRIES: recruiters, banks, CPAs, wealth management, higher/continuing education, HR/best practice consultants

SPACE RESERVATION:

April 8

AD COPY:

April 15

ISSUE DATE:

May 17

THIRD QUARTER

TOPICS:

Environmental Impact
Energy Savings/Green
Labor/Legal

TARGET INDUSTRIES: utilities, energy producers, HVAC, subcontractors, engineers, architects, communication companies, law firms

SPACE RESERVATION:

July 8

AD COPY:

July 15

ISSUE DATE:

August 15

FOURTH QUARTER

TOPICS:

Healthcare/Wellness
Insurance/Employee Benefits
Infrastructure

TARGET INDUSTRIES: hospitals, clinics, biotech/pharmaceutical, transportation/logistics

SPACE RESERVATION:

September 2

AD COPY:

September 9

ISSUE DATE:

October 17

YOUR ADVERTISING MESSAGE WITH REACH **10,000 DECISION MAKERS**

SPECIAL CENTENNIAL ISSUE: CELEBRATING THE 100TH ANNIVERSARY OF THE NEW JERSEY CHAMBER OF COMMERCE

Celebrate with NJCC and show your support for 100 years of service and helping to make New Jersey better for business and the community. We will have historical perspectives, time lines, a review of great leaders past and present, coverage of our centennial events, and lot more.

SPACE RESERVATION:

October 21

AD COPY:

October 28

ISSUE DATE:

November 30

get **connected**



FOR RATES AND ADDITIONAL INFORMATION, CONTACT:

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