

NJ's Digital News Media

a *fresh* perspective

STATEWIDE SURVEY RESULTS

Calling all agencies and advertisers!

Join us as we reveal the exciting results of the first research ever to measure a statewide digital audience — New Jersey's. This comprehensive research, conducted in fall 2009 by Belden Interactive, surveyed nearly 5,000 online visitors at more than 20 New Jersey newspaper websites over an 8-week period. We have good news for advertising professionals doing business in New Jersey. Ed Efchak, Belden's senior consultant, will explain the results at this one-time-only presentation.

Here's a sample of what Ed will discuss:

- User Demographics, in general and by content section
- Media Consumption Habits of Site Users
- Types of Online Ads that Generate Consumer Interest
- Relationship Between Print and Online Media Usage
- Online Spending Habits of Site Users

This event is a must for strengthening your proposals with new information about New Jersey's digital audience!



Details

**Wednesday
March 17**

8:30 am • Registration, Networking
Continental Breakfast

9:30 - 11 am • Program

Trenton Marriott Hotel

1 West Lafayette Street, Trenton

\$15 per person

Presenter



Ed Efchak

Managing Director/
Senior Consultant
Belden Interactive

Ed has more than three decades of
experience in research, marketing
and strategy development.

He is past president of the
International Newspaper Marketing Association
(INMA) and of its North American division.

Formerly, Ed was vice president of marketing for
North Jersey Media Group.

REGISTRATION FORM • STATEWIDE SURVEY RESULTS

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NJ Newspaper Network presentation

Wednesday, March 17, 2010

Trenton Marriott Hotel, 1 West Lafayette Street, Trenton

List attendees' names (print clearly – for name badges)

• Name _____

E-mail (required) _____

• Name _____

E-mail (required) _____

• Name _____

E-mail (required) _____

• Name _____

E-mail (required) _____

• Name _____

E-mail (required) _____

Business Name _____

Phone _____

of People _____ at \$15 per person = Total Amount \$ _____

Payment Options (check one)

Visa Mastercard American Express

Check Enclosed (payable to New Jersey Newspaper Network)

Credit Card # _____

CVV Code* _____ Exp. Date _____

Name on Card _____

Billing Address _____

* Card Verification Value Code: For Visa or Mastercard, the 3-digit number on the back of the card. For American Express, the 4-digit number on the front of the card.

TO REGISTER, send completed form to Peggy Stephan:

FAX: 609-406-0300

If not paying by credit card, please mail your check.

MAIL: New Jersey Newspaper Network
840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019

EMAIL: pastephan@njpa.org

Registration questions?

Contact Peggy Stephan at 609-406-0600 x14 or pastephan@njpa.org