

THE ONLY WEEKLY REAL ESTATE NEWSPAPER IN THE U.S.
SERVING AMERICA'S #1 MARKET

REAL ESTATE WEEKLY

Vol. 54, No. 13 • 80 pages in 3 sections

WEDNESDAY, NOVEMBER 28, 2007

\$1.75

Hartz making headlines with New Jersey ad campaign

Hartz Mountain Industries this week launched a billboard and print advertising campaign comparing costs for a 100,000 s/f office requirement that demonstrate savings of more than \$60 million, or 63%, for a New Jersey Meadowlands location rather than one in Manhattan.

Ads will run in business and real estate trade publications and feature information about financial and quality of life advantages including convenient commutes by car and public transportation.

"Never has there been a greater disparity between New Jersey and Manhattan office rents; never has there been a lower vacancy rate in Manhattan; and never has the City been so pressed for office space," says

Emanuel Stern, President and COO of Hartz Mountain Industries. "The fundamentals point to a boom market for New Jersey, and it is only a question of time and awareness that will trigger it.

"Our campaign takes care of the awareness part, and our portfolio will take care of the requirements as they begin to emerge."

Billboards for the campaign read "Toll Ahead; \$60,000,006," for traffic into Manhattan and "Did you leave \$60 Million in New York" for traffic into New Jersey. The campaign recalls a similar effort made by Hartz in the 1980s, when it was constructing Harmon Meadow and Harmon Cove, its two Secaucus mixed-use centers; and Lincoln Harbor, its Hudson River

waterfront development in Weehawken. Hartz also triggered a major migration in the late 1990s when it developed Colgate Center in Jersey City, drawing tenants such as American Express, mutual fund leader Lord Abbett and investment bank Lehman Brothers.

Stern believes the campaign's print ad headline, "Move 6 Miles, Save \$60 Million," will penetrate the corporate psyche about the true value of Manhattan.

"We developed the most luxurious office building in New York, 667 Madison Avenue, and no one knows better than I that some tenants are required to be in Manhattan. On the other hand, there are many who can operate more productively in New Jersey and realize a significant savings."

"Manhattan tenants are being presented with renewals at \$75 per square foot for mediocre office space. They can locate in the Meadowlands for \$27 per square foot with dedicated parking, more convenient commutes and significant incentives from the state."

Hartz has developed an online calculator at its hartzmountain.com website that allows users to input their own requirements and their expected rents in New York and compare them to what the company offers in the Meadowlands. The calculator's assumptions, which include annual increases in taxes and maintenance costs, are detailed on the site.