

JEWISH JOURNAL

2015-2016 ADVERTISING MEDIA KIT

WHO WE ARE

- A free, independent and nonprofit newspaper published bi-weekly since 1977
- Readership of 35,000 and mailed to Jewish & Interfaith households on the North Shore and in Greater Boston communities

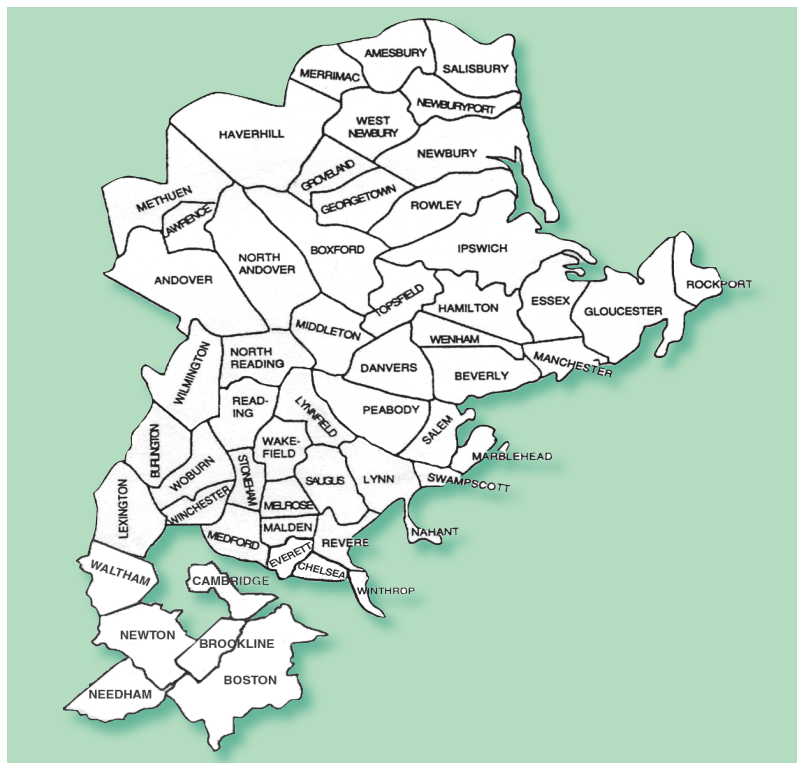
DEMOGRAPHICS

Our readers*:

- 34% have a family income over \$200K
- 94% are homeowners
- 64% report they are frequently influenced by ads in the Journal
- 60% of our readers are between the ages of 25 and 54
- 70% of our readers have college degrees

* Circulation Verification Council independent audit

TOWNS OF CIRCULATION



FEATURE PAGES

- Arts & Culture
- Business
- Food
- Books
- Travel
- People
- Opinion
- Youth
- Interfaith
- Seniors
- Calendar
- Russian Chronicle

Lois Kaplan – Director of Advertising and Marketing
Betsy Breitborde – Senior Account Manager/Digital Specialist

978-745-4111 x110
978-745-4111 x114

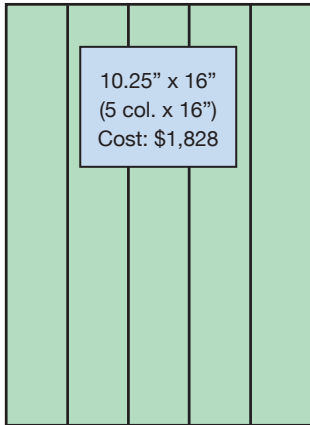
lois@jewishjournal.org
betsy@jewishjournal.org

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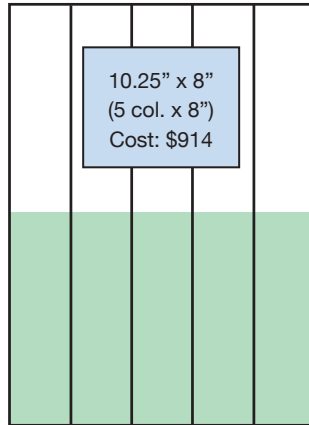
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AD SPACE SAMPLES

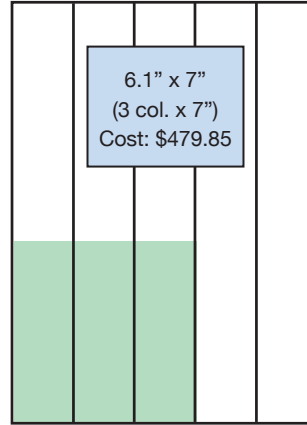
FULL PAGE = 80"



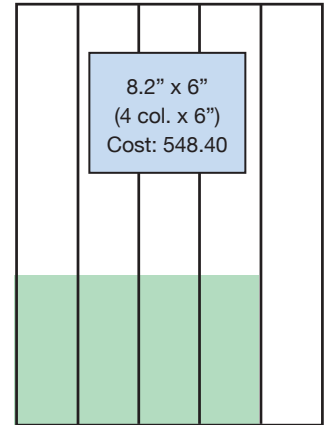
HALF PAGE = 40"



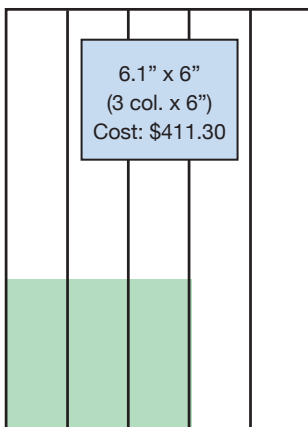
QUARTER PAGE = 21"



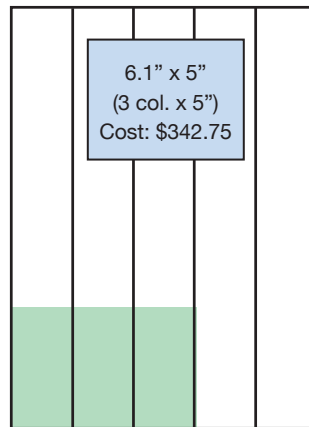
24" AD



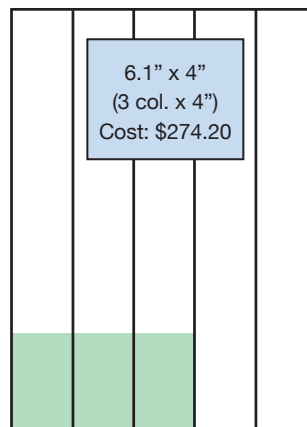
18" AD



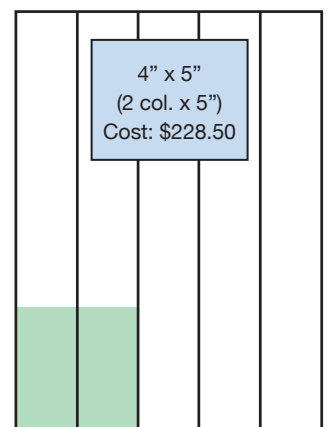
15" AD



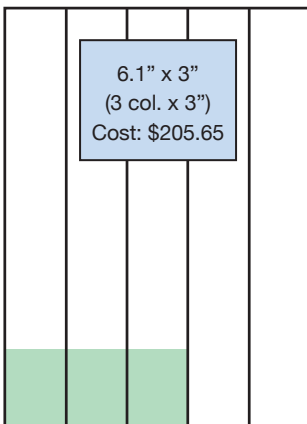
12" AD



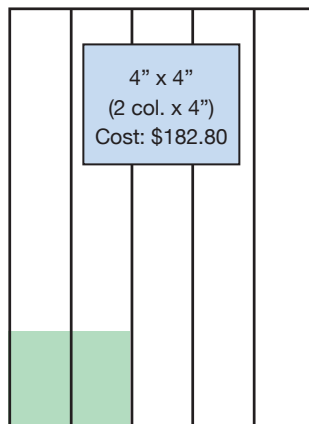
10" AD



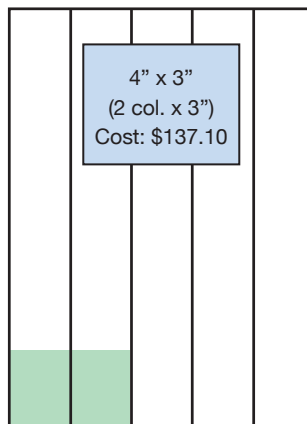
9" AD



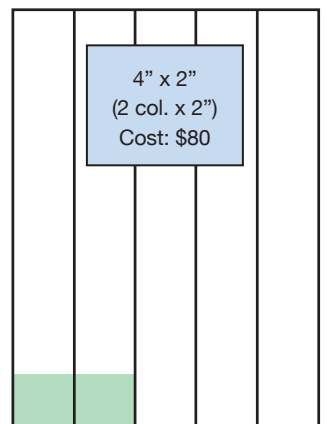
8" AD



6" AD



4" AD



ISSUE NO.	PUBLICATION DATE	VOLUME 40 SPECIAL THEMES	AD SPACE DEADLINE
1	Sept 3	PREPARE FOR ROSH HASHANAH /Open Houses/Youth	Aug 24
2	Sept 10	ROSH HASHANAH GREETINGS /Open Houses/Seniors	Sept 2*
3	Sept 24**	Health Awareness/Open Houses/Youth	Sept 16**
4	Oct 8	Camp & School Open Houses/Seniors	Oct 1
5	Oct 22	CELEBRATIONS & SIMCHAHS /Health Awareness/ Youth	Oct 15
6	Nov 5	Prepare for Thanksgiving/Seniors	Oct 29
7	Nov 19	Prepare for the Holidays/Youth	Nov 12
8	Dec 3	PREPARE FOR HANUKKAH /Seniors	Nov 25*
9	Dec 10	HANUKKAH GREETINGS /Youth	Dec 3
10	Dec 24	Happy New Year/Seniors	Dec 17
11	Jan 7	Holiday Sales/Fitness & Beauty/Youth	Dec 30*
12	Jan 21	WEDDINGS /Seniors	Jan 13*
13	Feb 4	Valentines/Camp & School Open Houses/Youth	Jan 28
14	Feb 18	Business Profiles/Seniors	Feb 11
15	March 3	SCHOOLS & CAMPS / March Madness/Youth	Feb 25
16	March 17	PURIM /Seniors	March 10
17	March 31	PREPARE FOR PASSOVER /Youth	March 24
18	April 14	PREPARE FOR PASSOVER /Seniors	April 7
19	April 21	PASSOVER GREETINGS /Mother's Day/Youth	April 14
20	May 5	House to Home/Grad Gifts/Seniors	April 28
21	May 19	BAR & BAT MITZVAH MAGAZINE Grad Gifts/Youth	May 5 May 12
22	June 2	Gifts for Dads & Grads/Seniors	May 26
23	June 16	Day Tripping/Youth	June 9
24	June 30	Summer Fun/Seniors	June 23
25	July 14	Summer Escapes/Youth	July 7
26	July 28	WEDDINGS /Seniors	July 21
27	Aug 11	Temple Open Houses/Back to School/Youth	Aug 4
28	Aug 25	Back to School/Seniors	Aug 18

* Early ad space reservation due to holiday
 **Day after Yom Kippur – issue to printer on Sept 22

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DISPLAY RATES

PCI Rate

\$22.85 net per column inch

Open Advertising Agency Rate

\$26.88 net per column inch.

Commissionable at 15% to accredited agencies.

Open Classified Rate

\$19.25 net per column inch

Business/Professional Profiles

Your profile includes a 3 column by 7" space, writer and interview. Advertiser provides photo and logo. Cost is \$450.

Frequency Contract Rates

Discounts are available from 5-20% based on frequency.

Special Charges

Four-Color Process = \$250

Guaranteed Placement = 20% additional charge

Discount Rates

Pre-pay discounts are available.

Non-profit organizations receive 10% discount.

ONLINE RATES

Web Banner Ads

Available on www.jewishjournal.org. Size is 728 x 90 px. Contact your account manager for more information.

DIRECTORY RATES

Health Services

1.5" block, full year = \$500

1.5" block, full year = \$475 (regular contract advertisers)

1.5" block, half year = \$290

1.5" block, half year = \$275 (regular contract advertisers)

**Contract includes a minimum of 4 display ads per year with discount and online ad link.*

Home Improvement and Event Planning

2" block, full year = \$650 per year

2" block, half year = \$360

FREE STANDING INSERTS

\$55 net CPM (cost per thousand) based on full press run of 13,000 only = \$715 net/standard insert. Selected insert-ing is possible. No further discounts apply. Rate based on a maximum of one 8-1/2" x 11" standard copy paper weight sheet of paper. If insert is larger, it must be pre-folded. Special arrangements must be made if insert has an indicia. Advertiser must deliver their pre-printed inserts to the printer by noon on Monday prior to the reserved and approved insert date. Additional postage and handling may be charged for inserts heavier than normal.

PRESS READY AD SUBMISSIONS

A press-ready ad must be in Adobe PDF format with:

- ALL fonts embedded in PDF
- PDF trim size is exact size of ad space ordered
- No crop or registration marks
- BLACK text/art is (100% K) or grayscale — not RGB.
- COLOR images are CMYK — not RGB.
- Photos or logos submitted as: JPG or TIF files
Resolution is 300 dpi or greater. Line screens are 100 lpi.
- Requests to alter PDFs may be referred back to preparer
(PDF editing will not guarantee integrity of original)

Email ads **with your account name in the Subject line** to your account manager and to production@jewishjournal.org.

Please ask your designer to prepare press ready ad in PDF format specifically for newsprint or call 978-745-4111 x172 or 174 for pre-press requirements, or email your questions to your account manager and to production@jewishjournal.org (**include your account name in the Subject line**)

AD DEADLINES

Space reservation deadline for all display and classified ads is 1 p.m. Thursday, one week prior to the publication date.

Ads requiring any production work are due by noon, Friday.

Press-ready ads requiring no work are due by noon, Monday, provided the space was reserved.