

# JEWISH NEWS

## 2022 MEDIA KIT



## WHY ADVERTISE WITH US?

### WE DELIVER DIRECTLY

*Jewish News* is mailed to almost 5,000 Jewish households in the five city area and has a readership of more than 15,000.

- 54.9% live in Virginia Beach
- 31.5% live in Norfolk
- 13.3% live in Chesapeake, Portsmouth, and Suffolk

### WE DELIVER A TARGETED AUDIENCE

*Jewish News* has an affluent readership that actively supports our advertisers.

- The average household income is \$158,000 per year (\$95,652 mkt)\*
- The median home value is \$690,000 (\$329,053 mkt)\*

### WE DELIVER AN EDUCATED READERSHIP

Education is important to *Jewish News* readers.

- 55% hold bachelor degrees (20.6% mkt)\*\*
- 25% hold graduate level degrees (11.8% mkt)\*\*
- High percentage of children attend private schools
- Attend lectures, theater, and performing arts events
- Visit museums and galleries

### WE DELIVER AN ACTIVE AND COMMITTED READERSHIP

*Jewish News* readers support local businesses and professional and personal services.



\* Pew Research 2019

\*\* Greater Hampton Roads, 2021

# JEWISH NEWS

2022 ISSUE DATES AND ADVERTISING DEADLINES \*

November 2021

ISSUE DATE	ADVERTISING AND EDITORIAL	ISSUE TOPIC
MONDAYS	FINAL DEADLINE, FRIDAYS	
January 24	January 7	Foodie/Romance
February 14	January 28	Investments/Retirement
February 28	February 11	Mazel Tov
March 14	February 25	Camp
March 28	March 11	Passover
April 11	March 25	Passover
April 25	April 8	Mom/Women/Camp
May 9	April 22	At Home
May 23	May 18	Anniversary Issue
June 6	May 27	Men/Dads/Grads
June 27	June 10	Health Care
July 18	July 1	Seniors
August 15	July 29	Guide
September 12	August 26	Rosh Hashannah
September 26	September 9	Yom Kippur
October 17	September 30	Legal
October 31	October 14	Business/Investments
November 14	October 28	Hanukkah/Holidays
December 5	November 18	Holidays
December 19	December 2	Year-end/Education
schedule subject to change		

**To ensure the quality of your ad, please follow these guidelines:**

- We only accept hi-res PDFs (press quality)
- All fonts must be embedded
- Images must be cmyk, 200 ppi or higher at 100%
- All files must be cmyk only (no spot color, no rgb)
- Ads must meet size specifications
- Crop marks are not needed

**We cannot accept:**

- Publisher, Word or Powerpoint files
- Images/files from the web
- RGB images or files
- Ads with 4C black type
- Ads with spot color

**Contact:** Jewish News | 5000 Corporate Woods Drive, #200 | Virginia Beach, VA 23462

(757) 965-6100 | fax 757-965-6102 | [news@ujft.org](mailto:news@ujft.org) • send finished art to [news@ujft.org](mailto:news@ujft.org) (cmyk pdf only!)

# JEWISH NEWS

DISPLAY ADVERTISING RATES (PER INSERTION)

effective July 2019

Size	1x	6x	12x	20x
Double truck*	2,455	2,350	2,230	2,125
Back cover	1,305	1,240	1,260	1,110
Inside covers	1,270	1,200	1,140	1,075
Full page	1,200	1,140	1,075	1,015
¾ page	945	915	890	840
½ page	605	585	555	510
⅓ page	505	485	465	440
¼ page	320	300	285	270
⅛ page	165	160	150	140
1/16 page*	115	105	100	90
all ads are full color, all prices net				

## Ad specifications

To ensure the quality of your ad, please follow these guidelines

- We only accept hi-res PDFs (press quality)
- All fonts must be embedded
- Images must be cmyk or grayscale, 200 dpi or higher
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- Ads must meet size specifications
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## \*Additional sizes

- Double truck: 21.5"w x 11.5"h
- 1/16 page: 2.375"w x 2.625"h

## Preprinted insert specifications

### Call for rates

#### Insert Size

Width: min. 5" — max. 10.25"  
Height: min. 5.5" — max. 11.75"  
Thickness: max. 1.9375"

#### Paper Weight

Multi-sheet—min. 30# stock  
Single sheet—min. 40# stock

#### Requirements

- Inserts should be delivered to printer one week in advance of the issue being mailed. *Call for exact date.*
- Call for exact quantity.  
(After mailing, extra inserts will be returned.)
- Inserts cannot include an indicia, per U.S. Postal regulations.

## AD SIZES

### FULL PAGE

W 10"  
H 11.5"

### ¾ PAGE

Horizontal  
W 10"  
H 8.125"

Vertical  
W 7.4375"  
H 11"

### ½ PAGE

Horizontal  
W 10"  
H 5.375"

Vertical  
W 4.875"  
H 11"

### ⅓ PAGE

Horizontal  
W 7.4375"  
H 5.375"

Vertical  
W 4.875"  
H 8.125"

### ¼ PAGE

Horizontal  
W 4.875"  
H 5.375"

Vertical  
W 2.3125"  
H 11"

### ⅛ PAGE

Horizontal  
W 4.875"  
H 2.575"

Vertical  
W 2.3125"  
H 5.375"

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