

JEWISH NEWS

DISPLAY ADVERTISING RATES (PER INSERTION) effective October 2017

Size	1x	6x	12x	21x
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
⅜ 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
- All files must be cmyk only (no spot color, no rgb)
- Ads must meet size specifications
- Do not use crop marks

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

*Additional sizes

- Double truck: 21" 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 7.375"
H 11"

½ PAGE

Horizontal
W 10"
H 5.375"

Vertical
W 4.875"
H 11"

⅜ PAGE

Horizontal
W 7.375"
H 5.375"

Vertical
W 4.875"
H 8.125"

¼ PAGE

Horizontal
W 4.875"
H 5.375"

Vertical
W 2.375"
H 11"

⅛ PAGE

Horizontal
W 4.875"
H 2.625"

Vertical
W 2.375"
H 5.375"

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