

# JEWISH NEWS

## 2023-24 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

2024 ISSUE DATES AND ADVERTISING DEADLINES \*

January 2024

ISSUE DATE	ADVERTISING AND EDITORIAL	ISSUE TOPIC
MONDAYS	FINAL DEADLINE, FRIDAYS	
January 22	January 5	Invest/Retire
February 12	January 26	Foodie/Romance
March 4	February 16	Mazel Tov
March 18	March 1	Camp/Estate Planning
April 8	March 22	Passover
April 22	April 5	Moms/Women
May 13	April 26	20 Year Anniversary of Sandler Family Campus
June 3	May 17	Dad/Men/ Grads
June 17	May 31	Health Care
July 15	June 28	Seniors
August 12	July 26	Guide
September 16	August 30	Rosh Hashannah
September 30	September 13	Yom Kippur
October 14	September 27	Legal
October 28	October 11	Business/Investment
November 11	October 25	Mazel Tov
December 2	November 15	Year-end Decisions
December 16	November 29	Hanukkah

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 • send finished art to 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
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
- Crop marks are not needed

## We cannot accept

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- RGB images or files
- Ads with 4C black type
- Ads with spot color

## \*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"

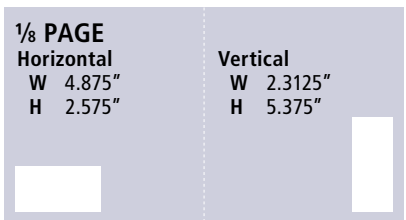
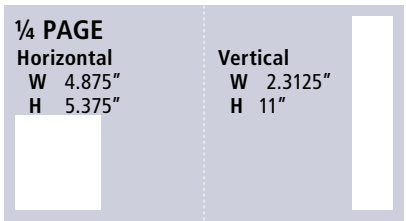
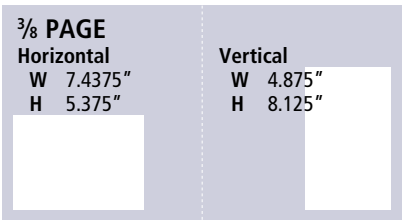
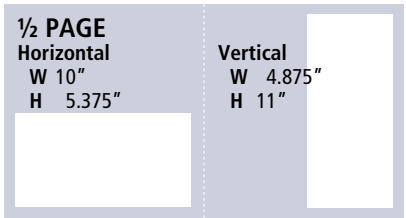
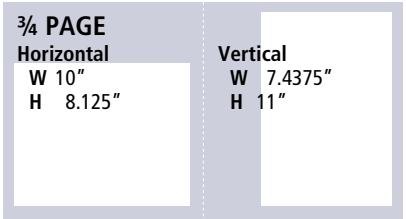
#### Paper Weight

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



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