### 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**
- 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: 21.5”w x 11.5”h
- 1/16 page*: 115”w x 105”h

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### 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.

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### 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!)

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### Display Advertising Rates (Per Insertion)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>20x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double truck*</td>
<td>2,455</td>
<td>2,350</td>
<td>2,230</td>
<td>2,125</td>
</tr>
<tr>
<td>Back cover</td>
<td>1,305</td>
<td>1,240</td>
<td>1,260</td>
<td>1,110</td>
</tr>
<tr>
<td>Inside covers</td>
<td>1,270</td>
<td>1,200</td>
<td>1,140</td>
<td>1,075</td>
</tr>
<tr>
<td>Full page</td>
<td>1,200</td>
<td>1,140</td>
<td>1,075</td>
<td>1,015</td>
</tr>
<tr>
<td>3⁄4 page</td>
<td>945</td>
<td>915</td>
<td>890</td>
<td>840</td>
</tr>
<tr>
<td>1⁄2 page</td>
<td>605</td>
<td>585</td>
<td>555</td>
<td>510</td>
</tr>
<tr>
<td>3⁄8 page</td>
<td>505</td>
<td>485</td>
<td>465</td>
<td>440</td>
</tr>
<tr>
<td>1⁄4 page</td>
<td>320</td>
<td>300</td>
<td>285</td>
<td>270</td>
</tr>
<tr>
<td>1⁄8 page</td>
<td>165</td>
<td>160</td>
<td>150</td>
<td>140</td>
</tr>
<tr>
<td>1⁄16 page*</td>
<td>115</td>
<td>105</td>
<td>100</td>
<td>90</td>
</tr>
</tbody>
</table>

*All ads are full color, all prices net*