

JEWISH *News*

DISPLAY ADVERTISING RATES

(PER INSERTION)

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

- 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: 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.

