

## Frequency Discounts

Discounts are offered for contract ads based on size and frequency within a 12-month period.

The discounts are:

### Less than 1/4 page size

6 ads 5% discount  
 7-12 ads 10% discount

### 1/4 page to less than 1/2 page size

6 ads 10% discount  
 7-12 ads 15% discount

### 1/2 page to full page size

6 ads 15% discount  
 7-12 ads 20% discount

Non-profit organizations are offered a 15% discount.

## Display Rates

(Effective July 1, 2013)  
 (All costs are net.)

Space	Width/Depth	Cost
Full page.....	10" x 13.75"	\$950.00
3 col. x 13-3/4".....	7.4792" x 13.75"	695.00
4 col. x 10-1/4".....	10" x 10.25"	695.00
3 col. x 10-1/4".....	7.4792" x 10.25"	540.00
1/2 page vert.....	4.93" x 13.75"	475.00
1/2 page horiz.....	10" x 6.75"	475.00
2 col. x 10-1/4".....	4.93" x 10.25"	360.00
3 col. x 6-3/4".....	7.4792" x 6.75"	360.00
1/4 page vert.....	2.3819" x 13.75"	245.00
1/4 page horiz.....	4.93" x 6.75"	245.00
1/4 page horiz.....	10" x 3.25"	245.00
1/4 page horiz.....	7.4792" x 4.5"	245.00
3 col. x 3-1/4".....	7.4792" x 3.25"	180.00
1/8 page vert.....	2.3819" x 6.25"	125.00
1/8 page horiz.....	4.93" x 3.25"	125.00
1/16 page vert.....	2.3819" x 3.25"	65.00
1/16 page horiz.....	4.93" x 1.5625"	65.00

Minimum Display Ad: 1/16 page • Position Requests - \$50.00 • Page 3 - \$100.00

Prices are for black and white ads. Color ads are just \$100 more on any sized ad. (Flat rate)

## Classified Page Rates

Classified page ads must be prepaid.

1 col. x 1".....	1.875" x 1".....	\$15.00	2 col. x 4".....	3.9375" x 4".....	\$120.00
1 col. x 1-1/2".....	1.875" x 1.5".....	22.50	3 col. x 2".....	6" x 2".....	90.00
1 col. x 2".....	1.875" x 2".....	30.00	3 col. x 3".....	6" x 3".....	135.00
2 col. x 2".....	3.9375" x 2".....	60.00	3 col. x 4".....	6" x 4".....	180.00
2 col. x 3".....	3.9375" x 3".....	90.00			

Business Card Directory.....50.00 Card of Thanks...1.875" x 1.5".....18.00

Classified Listing (\$0.50 per word – 12 word minimum)

In the event that the advertiser must reschedule or cancel an ad, notification must be submitted in writing no later than two working days after the deadline date. Ads canceled after that time may run as scheduled and will be billed at full price.

### INSERTS

No discounts apply.

Maximum 7.25"x11".....\$360.00\*

A copy of the insert must be sent to **Community** for approval before they are printed, no later than the Wednesday of the week before the paper is printed. That is a week and a half before the date of the paper – two days before the normal deadline for the paper. Once accepted, inserts must be sent to the printer by the Friday before publication.

Inserts must have "Supplement to Community" printed on them and must be shipped to Standard Publishing by the Friday before publication.

\*Cost of inserting only. The cost of printing inserts is the advertiser's responsibility.

**PRICES SUBJECT TO CHANGE WITHOUT NOTICE**

## YOUR Community Ad Representative

Full Page (10" x 13.75")	3 Col. x 13.75" (7.4792" x 13.75")	4 Col. x 10.25" (10" x 10.25")	Half Page Vert. (4.93" x 13.75")
Half Page Horiz. (10" x 6.75")	3 Col. x 10.25" (7.4792" x 10.25")	1/4 Page Vert. (2.3819" x 13.75") or (4.93" x 6.75")	1/4 Page Horiz. (7.4792" x 4.5") or (10" x 3.25")
3 Col. x 3-1/4" (7.4792" x 3.25")	2 Col. x 10.25" (4.93" x 10.25")	1/8 Page Vert. (2.3819" x 6.75")	1/16 Page Vert. (2.3819" x 3.25")
3 Col. x 6.75" (7.4792" x 6.75")		1/8 Page Horiz. (4.93" x 3.25")	1/16 Page Horiz. (4.93" x 1.5625")

## Production Requirements

• *Community* is produced on Macintosh platform using Adobe InDesign CS5.

### Acceptable formats for ads are:

- Adobe InDesign – native (include fonts and graphics) or PDF
- Adobe Photoshop –TIFF, EPS
- Other applications as EPS, TIFF or PDF.

All files, except the PDF, must be accompanied by all fonts and graphics.

- PDF Files (These files need to be complete including embedded fonts and graphics.)
- PDF's must be supplied for camera-ready ads of more than one color.

### Material can be accepted on:

- Compact Disc
- or e-mail: communityadvertising@jewishlouisville.org

### Faxed art will not be accepted as usable art.

*Community* will also design ads free of charge if copy, logos, photos and/or other graphics are supplied.

There will be a charge of \$25.00 per hour for author's alterations after the second change.

### For more technical information contact:

Associate Communications Manager

at (502) 238-2778

or

Shiela Steinman Wallace,  
 Communications Director and Editor of *Community*  
 at (502) 238-2703 or e-mail jcl@jewishlouisville.org.

Community is produced electronically.

**TO PLACE AN AD,  
 CALL  
 (502) 418-5845**

Publication dates and deadlines printed on back.

### JEWISH HOLIDAYS:

Chanukah  
 Nov. 28-Dec. 5, 2013

Pesach/Passover  
 April 15-22, 2014

Yom HaAtzmaut/  
 Israel Independence Day  
 May 6, 2014

Rosh Hashanah  
 Sept. 25-26, 2014

Yom Kippur  
 Oct. 4, 2014

Sukkot  
 Oct. 9-15, 2014

Chanukah  
 Dec. 17-24, 2014

# Get to know our Readers

## EDUCATION

COMMUNITY'S READERS ARE WELL EDUCATED.



**38%** Some College  
**33%** Graduated College  
**18%** Completed Post-Graduate

## INCOME

COMMUNITY'S READERS ARE IN THE UPPER INCOME BRACKETS.

**\$\$\$ 24%** \$100,000-\$149,999  
**\$\$ 24%** \$75,000-\$99,000  
**\$ 21%** \$50,000-\$74,999

# CIRCULATION\*

MONTHLY  
**7,200**

**51.6%**



purchase products or services from ads seen in Community.

**29%**



of readers keep Community a week or more before discarding it.



**21%**

keep Community 3-4 days before discarding it.

THE HIGHEST CONCENTRATION OF COMMUNITY'S READERS LIVE IN:

40059 - Prospect, KY  
 40204 - Louisville, KY  
 40205 - Louisville, KY  
 40206 - Louisville, KY  
 40207 - Louisville, KY  
 40220 - Louisville, KY  
 40222 - Louisville, KY  
 40241 - Louisville, KY

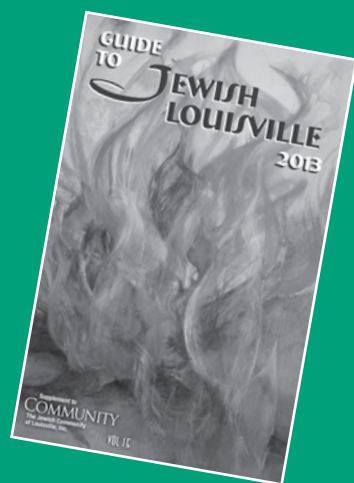
## AGE

**21%** 35-44  
**23%** 45-54  
**24%** 55-64

## ADVERTISE IN OUR GUIDE TO JEWISH LOUISVILLE

Call (502) 418-5845 or ask our sales representative for information about the 2014 issue of the Guide to Jewish Louisville.

Deadline is January 31, 2014



3600 Dutchmans Lane  
 Louisville, KY 40205  
 (502) 418-5845  
 Fax: (502) 278-2724

e-mail: [jcl@jewishlouisville.org](mailto:jcl@jewishlouisville.org) or [communityadvertising@jewishlouisville.org](mailto:communityadvertising@jewishlouisville.org)

Visit our website at [www.jewishlouisville.org](http://www.jewishlouisville.org)

# COMMUNITY

## Display Rates

When you want to get your message out to the Louisville, KY, Jewish community,

# COMMUNITY

is the vehicle for you.

## Be Featured in our Special Sections.

Call 418-5845 to find out how you can save by advertising in both the Spring and Fall issues of these Special Sections.



August 22, 2014



November 22, 2013  
 November 21, 2014



March 28, 2014



January 24, 2014  
 July 25, 2014



February 21, 2014  
 August 22, 2014



April 25, 2014  
 October 24, 2014



June 27, 2014  
 October 20, 2014



May 23, 2014

Community is the official publication of the Jewish Community of Louisville. Published bi-weekly, it goes to every identified Jewish household in the metro area, as well as to all members of the Jewish Community Center.

Community's total readership is over 16,700. Our heaviest concentration is in the east end, but Community goes into all zip codes in metro Louisville, including southern Indiana.

Community is the main source of information for our readers about what's happening in the Jewish community. It includes births, bar and bat mitzvahs, weddings, deaths, news of who's doing what and what's happening in the community, as well as national and international news of interest to the Jewish community that doesn't make the general press. Our readers look for Community in the mail and enjoy it thoroughly. They are loyal and support our advertisers.

Contact your sales representative for a full copy of the audit.

\*Circulation audited by CVC 6950.



## 2013 - 2014 Community Publication and Deadline Dates

2013	2014		
<b>August 23</b> Deadline August 16 <b>Rosh Hashanah</b>	<b>January 24</b> Deadline January 17 <b>Spring Wedding Guide</b>	<b>May 23</b> Deadline May 16 <b>Family Issues</b>	<b>September 26</b> Deadline September 18 <b>Rosh Hashanah Greetings</b>
<b>September 27</b> <input type="checkbox"/> Deadline September 17 <b>Fall Home Improvement</b>	<b>February 21</b> Deadline February 14 <b>Spring Bar/Bat Mitzvah (Passover Sales)</b>	<b>June 27</b> <input type="checkbox"/> Deadline June 20 <b>Dining</b>	<b>October 24</b> <input type="checkbox"/> Deadline October 13 <b>Fall Home Improvement</b>
<b>October 25</b> Deadline October 18 <b>Chanukah Sales</b>	<b>March 28</b> Deadline March 21 <b>Passover</b>	<b>July 25</b> Deadline July 18 <b>Wedding</b>	<b>November 21</b> Deadline November 14 <b>Chanukah</b>
<b>November 22</b> Deadline November 15 <b>Chanukah</b>	<b>April 25</b> <input type="checkbox"/> Deadline April 17 <b>Spring Home Improvement</b>	<b>August 22</b> Deadline August 15 <b>Bar Mitzvah (Rosh Hashanah Sales)</b>	<b>December 26</b> <input type="checkbox"/> Deadline December 17
<b>December 20</b> Deadline December 13			<input type="checkbox"/> Editorial opportunity

