

2016-17

Advertiser's Packet

For The Community &
The Jewish Community Center of Louisville



COMMUNITY

J JEWISH COMMUNITY CENTER OF LOUISVILLE
3600 Dutchmans Lane ■ Louisville, Ky 40205
502-459-0660 ■ www.jewishlouisville.org

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**Call to Run Your
Advertisements Today!**

418-5845

Advertising Sales Manager
communityadvertising@jewishlouisville.org
www.jewishlouisville.org



Every Day the Jewish Community of Louisville ***touches the lives of thousands of people*** in the community. You can tap into our publications and digital outreach to grow your business with a dedicated proven group of future customers. With a guide that goes out to over 6,000 people, a newspaper with a readership of over 14,000 and a website visited by thousands of users every day you'll find countless opportunities to enhance your business through advertising with the JCL.

Who is the JCL?

The Jewish Community of Louisville is the organization that is the central resource for the Louisville Jewish community, dedicated to building and sustaining an enriched, caring and connected Jewish community in the city today and ensuring its vibrancy for the future. Through its divisions, the Jewish Community Center, the Jewish Federation of Louisville, the Jewish Foundation of Louisville, the Jewish Community Relations Council, Hillel and Community, it provides a wide variety of cultural, educational, health and wellness, and fitness programming for people of all ages; financial resource and leadership development to sustain the community; an interface with the interfaith and secular communities; resources for Jewish college students and a variety of communications vehicles.

COMMUNITY



Jewish Community Center of Louisville

3600 Dutchmans Lane • Louisville, KY 40205

502.459.0660 • www.jewishlouisville.org

Digital Advertising

Web Banners • E-Blasts

Call to Run Your Advertisements Today!

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Advertising Sales Manager,

communityadvertising@jewishlouisville.org

The Jewish Community of Louisville's website is an all-inclusive resource for the entire Jewish community. It includes local activities updated live by various organizations across Louisville, stories from the *Community* newspaper, breaking news, all the JCC programing and a guide to everything Jewish in the city. Jewishlouisville.org is a definitive online reference and news source.

Advertising in the JCL website costs only pennies per view and doesn't rotate to compete with other advertisers. Your web banner will remain in place for a full month. Buy E-Blasts per-week or get a full month at a special discount rate!

E-Blast Ad Sizes & Pricing



JCC News E-Blast Sponsorship

8k reaches per e-mail • \$80 per e-mail or \$225 for 4 e-mails
600x200 pixels at the bottom of the JCC News E-Blast mailed on Fridays.



JCL E-Blast Sponsorship

2k reaches per email • \$75 per e-mail or \$200 for 4 e-mails
600x200 pixels near the top of the *Community* Weekly Update mailed on Wednesdays.



Building Advertising

Field Banners • Billboards

Call to Run Your Advertisements Today!

502-418-5845

Advertising Sales Manager,
communityadvertising@jewishlouisville.org.

Field Banners

Imagine your logo as the backdrop for sports leagues, family events, swimming practice and outdoor gatherings. Your company's logo or message can now be placed on the athletic fields, pool fence or gymnasium of the JCC of Louisville. JCC players, friends, family and fans will see your name every time they visit.

Ad Size & Price

Choose from locations:

Lower Gym • Softball Field • Pool

Price:

\$100 per month. Client is responsible for banner production and will retain ownership of banner unless client prefers to purchase (cost \$300). 6 month minimum required.

Size:

4'x8'



Billboard Ads

Position your logo or message at the JCC fitness facility. Be seen by members and non-members moving through our Health and Wellness department. Your ad will be placed in two display cases: One just outside the Wellness Desk and the other outside the Cardio Court.

Ad Size & Price

Your ad will be placed in both display cases.

Price:

\$150 for 6 months.

Size:

8.5"x11"

Client is responsible for design of the ad.



Call to Run Your Advertisements Today!

502-418-5845

Advertising Sales Manager,
communityadvertising@jewishlouisville.org

Print Advertising

2015 Guide to Jewish Louisville

Call to Run Your Advertisements Today!

502-418-5845

Advertising Sales Manager,
communityadvertising@jewishlouisville.org.

The 2015 Guide to Jewish Louisville will mark our 16th year of publication. The Guide to Jewish Louisville has been a staple contact resource for the Jewish community.

Advertising in this publication gives year-long exposure to long-time and new members of the community. Over 6,000 Guides are printed and distributed every year sitting in homes, realtor offices, synagogues and offices across Louisville.



Ad Sizes & Pricing

All ads are black & white except the inside covers (*see the box below*).

Listing \$65

Listing with an ad \$45

1/8 Page Ad	3" x 2-5/16"	\$135
1/6 Page Ad	1-15/16" x 4-7/8"	\$175
1/4 Page Ad		\$225
horizontal	6-3/16" x 2-5/16"	
vertical	3" x 4-7/8"	
1/2 Page Ad		\$430
horizontal	6-3/16" x 4-7/8"	
vertical	3" x 10"	
Full Page Ad	6-3/16" x 10"	\$800

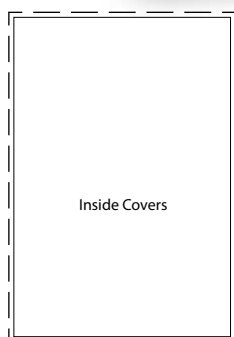
Inside Covers

Color will appear on these pages only.

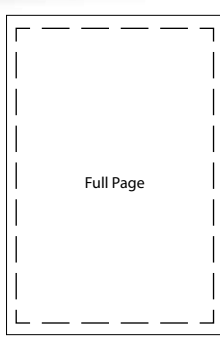
Call 418-5843, Aaron Leibson for availability.

Full Page	7" x 11" (plus bleed)	\$950
	(6-3/16" x 10" image area without bleed)	
1/2 Page	6-3/16" x 4-7/8"	\$575

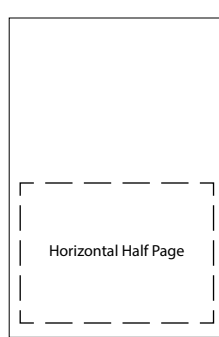
Deadline February 26, 2017



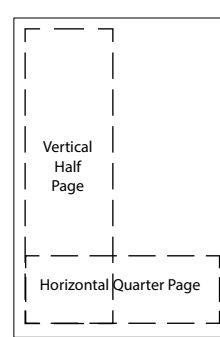
Inside Covers
7" x 11"
(Color only)
Can Bleed



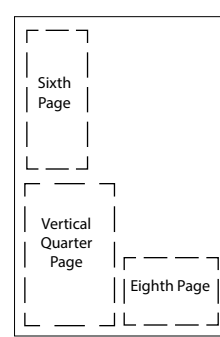
Full Page
6-3/16" x 10"



Horizontal Half Page
6-3/16" x 4-7/8"
Inside Cover Half Page
(Color only)
6-3/16" x 4-7/8"



Vertical Half Page
3" x 10"
Horizontal Quarter Page
6-3/16" x 2-5/16"



Vertical Quarter Page
3" x 4-7/8"
Sixth Page
1-15/16" x 4-7/8"
Eighth Page
3" x 2-5/16"

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

29%



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



51.6%



purchase products or services from ads seen in Community.

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 2016 issue of the Guide to Jewish Louisville.

Deadline is February 26, 2016



3600 Dutchmans Lane
Louisville, KY 40205
502-418-5845

Fax: 502-278-2724

e-mail: jcl@jewishlouisville.org or communityadvertising@jewishlouisville.org

Visit our website at www.jewishlouisville.org

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

*Circulation audited by CVC 6950.



2016 - 2017 Community Publication and Deadline Dates

2016

January 22
Deadline January 15
Spring Wedding

February 26
Deadline February 19
Spring Bar/Bat Mitzvah

March 25
Deadline March 16
Passover

April 22
Deadline April 13
Passover Greetings
Spring Home Improvement

May 27
Deadline May 18
Family Issues

June 24
Deadline June 15
Dining

July 22
Deadline July 13
Wedding

August 26
Deadline August 17
Bar/Bat Mitzvah

September 23
Deadline September 14
Rosh Hashanah

October 28
Deadline October 14
Fall Home Improvement

November 18
Deadline November 9
Chanukah

December 23
Deadline December 14

2017

January 27
Deadline January 18
Wedding

February 24
Deadline February 15
Bar Mitzvah

March 24
Deadline March 15
Passover

April 28
Deadline April 19
Dining

May 26
Deadline May 17
Family Issues

June 23
Deadline June 14
Schools

July 28
Deadline July 19
Wedding

August 25
Deadline August 16
Bar/Bat Mitzvah & Rosh Hashanah Sales

September 22
Deadline September 12
Rosh Hashanah Greeting

October 27
Deadline October 18
Home Improvement

November 24
Deadline November 14
Chanukah

December 22
Deadline December 13

Editorial opportunity

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.

**SHANAH
TOVAH**



September 23, 2016
September 14, 2017

**HAPPY
CHANUKAH**



November 18, 2016
November 16, 2017

PASSOVER



March 25, 2016
March 17, 2017

*Wedding
Guide*



July 22, 2016.
January 20, 2017
July 21, 2017

**B'nai
Mitzvah**



February 26, 2016
August 26, 2016
February 17, 2017
August 18, 2017

SCHOOLS



June 16, 2017

**HOME
IMPROVEMENT**



April 22, 2016
October 28, 2016
October 20, 2017

DINING



June 24, 2016
April 21, 2017

FAMILY

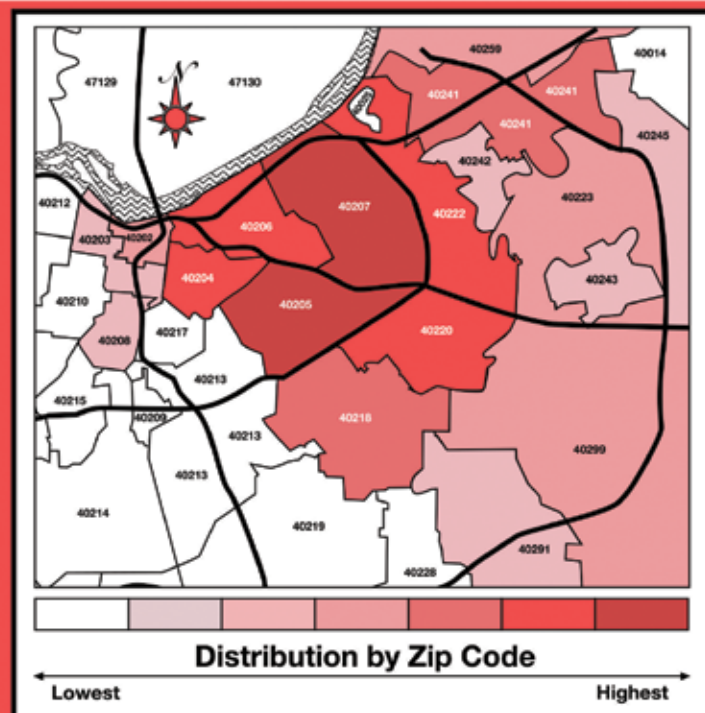


May 27, 2016
May 19, 2017

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.



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.

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

Publication dates and deadlines printed on back.

JEWISH HOLIDAYS:

*Pesach/Passover
April 23-30, 2016*

*Shavuot
June 12-13, 2016*

*Rosh HaShanah
October 3-4, 2016*

*Yom Kippur
October 12, 2016*

*Sukkot/Shemini Atzeret/
Simchat Torah
October 17-25, 2016*

*Chanukah
December 25, 2016-
January 1, 2017*

*Pesach/Passover
April 11-18, 2017*

Display Rates

(Effective Jan. 1, 2016)
(All costs are net.)

Space	Width/Depth	Cost
Full page	10" x 13.75"	\$1000.00
3 col. x 13-3/4"	7.4792" x 13.75"	735.00
4 col. x 10-1/4"	10" x 10.25"	735.00
3 col. x 10-1/4"	7.4792" x 10.25"	570.00
1/2 page vert	4.93" x 13.75"	500.00
1/2 page horiz	10" x 6.75"	500.00
2 col. x 10-1/4"	4.93" x 10.25"	380.00
3 col. x 6-3/4"	7.4792" x 6.75"	380.00
1/4 page vert	2.3819" x 13.75"	260.00
1/4 page vert	4.93" x 6.75"	260.00
1/4 page horiz	10" x 3.25"	260.00
1/4 page horiz	7.4792" x 4.5"	260.00
3 col. x 3-1/4"	7.4792" x 3.25"	190.00
1/8 page vert	2.3819" x 6.25"	135.00
1/8 page horiz	4.93" x 3.25"	135.00
1/16 page vert	2.3819" x 3.25"	70.00
1/16 page horiz	4.93" x 1.5625"	70.00

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"	\$16.00	2 col. x 4" 3.9375" x 4"	\$128.00
1 col. x 1-1/2" 1.875" x 1.5"	24.00	3 col. x 2" 6" x 2"	96.00
1 col. x 2" 1.875" x 2"	32.00	3 col. x 3" 6" x 3"	144.00
2 col. x 2" 3.9375" x 2"	64.00	3 col. x 4" 6" x 4"	190.00
2 col. x 3" 3.9375" x 3"	96.00		

Business Card Directory.....56.00 Card of Thanks...1.875" x 1.5".....18.00

Classified Listing (\$0.55 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" \$380.00*


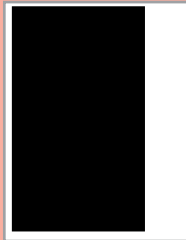



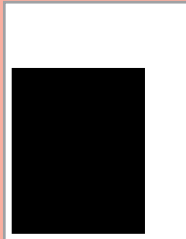
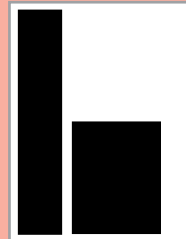



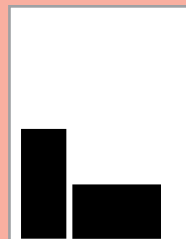
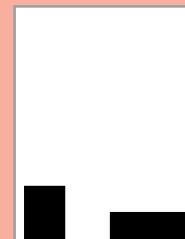
A copy of the insert must be sent to *Community* for approval before they are printed, no later than the Wednesday of the week before the paper is printed. That is a week and a half before the date of the paper – two days before the normal deadline for the paper. Once accepted, inserts must be sent to 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") 3 Col. x 6.75" (7.4792" x 6.75")	2 Col. x 10.25" (4.93" x 10.25")	1/8 Page Vert. (2.3819" x 6.75") 1/8 Page Horiz. (4.93" x 3.25")	1/16 Page Vert. (2.3819" x 3.25") 1/16 Page Horiz. (4.93" x 1.5625")

Production Requirements

- *Community* is produced using Adobe InDesign CC.

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:

Misty Hamilton
 Sr. Graphic Design and Web Manager
 at 502-238-2778 or e-mail jcl@jewishlouisville.org.
 or

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

***Community* is produced electronically.**

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Advertise With Us
Today!**

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communityadvertising@jewishlouisville.org
www.jewishlouisville.org