

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 horiz.....	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.

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

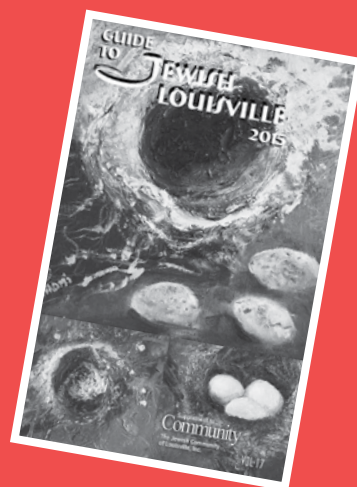
21% 35-44
23% 45-54
24% 55-64



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

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.

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
Seniors

July 28
 Deadline July 19
Wedding

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

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

