

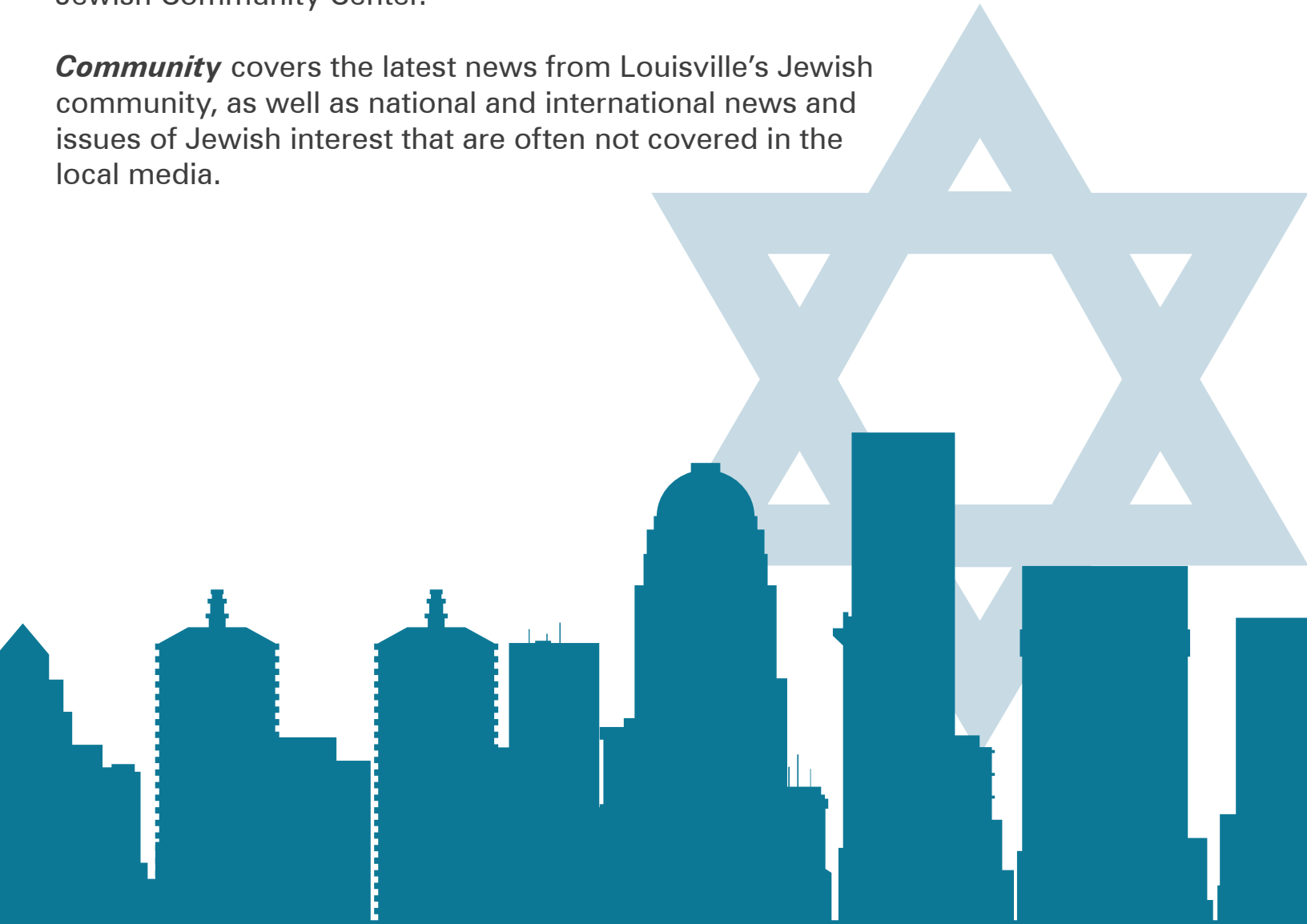
JEWISH LOUISVILLE

COMMUNITY

2018 MEDIA KIT

Community is the official monthly publication of the Jewish Community of Louisville. It is sent to every identified Jewish household in greater Louisville, as well as to all members of the Jewish Community Center.

Community covers the latest news from Louisville's Jewish community, as well as national and international news and issues of Jewish interest that are often not covered in the local media.

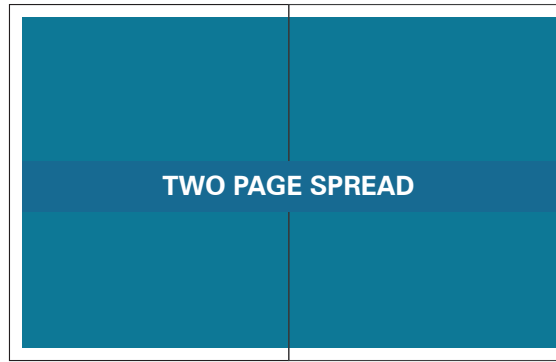


PRINT AD SIZES



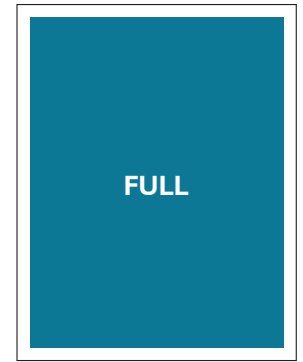
Front Cover Banner

4.625" x 1.5"



Two Page Spread

21.375" x 13.5"



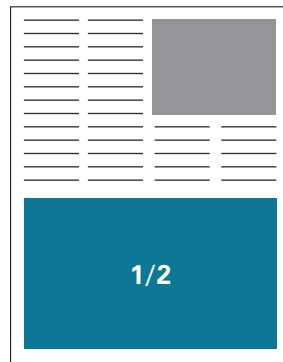
Full Page

10" x 13.5"



1/2 Page Vertical

4.875" x 13.5"



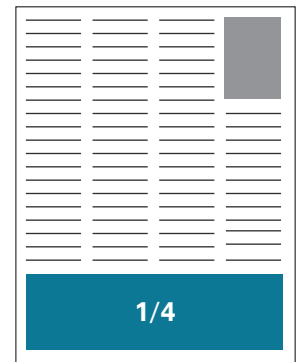
1/2 Page Horizontal

10" x 6.625"



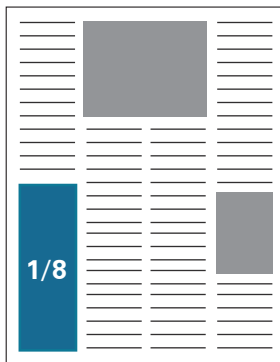
1/4 Page Vertical

4.875" x 6.625"



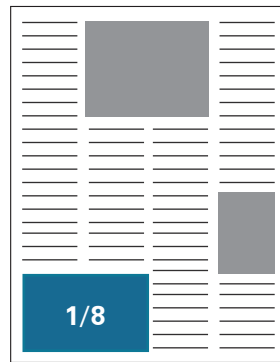
1/4 Page Horizontal

10" x 3.25"



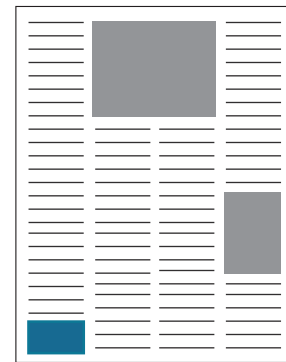
1/8 Page Vertical

2.375" x 6.625"



1/8 Page Horizontal

4.875" x 3.25"



Business Card

3.5" x 2"

SPECS

Required material: File formats for camera ready ads include PDF, EPS, TIF, JPG and PSD.

Type on PSD and EPS must be rasterized and layers must be flattened.

All colors must be CMYK.

Black type must be 100% black (Do not use rich blacks).

Minimum photo resolution is 170 dpi. Newsprint products are printed at 85 lpi line screen.

For production questions and to submit camera ready art:

communityadvertising@jewishlouisville.org

COLOR AD RATES

SIZE	1X	3X (10% OFF)	6X (15% OFF)	12X (25% OFF)
Front Page Banner	\$750	\$675	\$642	\$562
Two Page Spread	\$1,750	\$1,575	\$1,487	\$1,312
Back Cover	\$1,500	\$1,350	\$1,275	\$1,125
Full Page	\$1,100	\$990	\$935	\$825
1/2 Page	\$600	\$540	\$510	\$450
1/4 Page	\$360	\$324	\$306	\$270
1/8 Page	\$235	\$212	\$200	\$176
Business Card	\$170	\$153	\$144	\$127

Non-profit Rate: 15% Off

INSERTS

Maximum size: 7" w x 11" h

\$750 insertion fee

One month lead time required.

Client responsible for production, printing and shipping costs. Insert layout must include verbiage "Supplement to Community" and must be approved by *Community* prior to printing. Upon approval of layout, printed inserts must be delivered to *Community* printer the Friday prior to publication date.

EMAIL NEWSLETTERS

Banner 600 x 200 px or Logo + 255 words of text.

	DISTRIBUTION LIST	1X	4X	12X	20X+	
Wednesday Community Email	3,500+	\$100	\$75	\$50	\$40	
Friday J Member Email	10,000+	\$125	\$94	\$63	\$50	
Email Combo Package*	13,500+	----	\$85	\$56	\$45	

*For 4x email combo package, two Wednesday and two Friday emails are packaged in a consecutive timeframe. For 12x+ email combos, client can choose any combination of Wednesday and Friday emails, however the combination must include a minimum of at least four Wednesday emails.

Contact communityadvertising@jewishlouisville.org or call 502-418-5845.

