

JEWISH LOUISVILLE

COMMUNITY

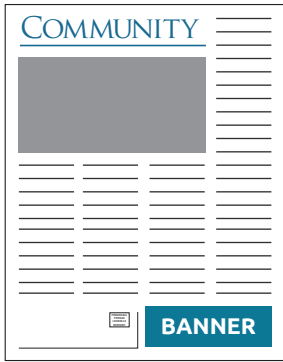
2021 MEDIA KIT

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 J.

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



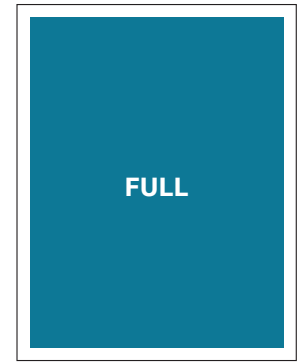
Front Cover Banner

4.625" x 1.5"



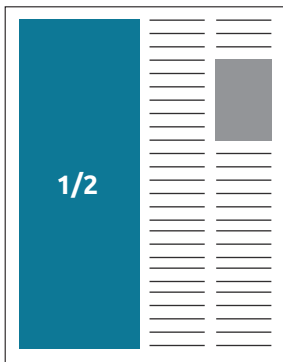
Two Page Spread

21.375" x 13.5"



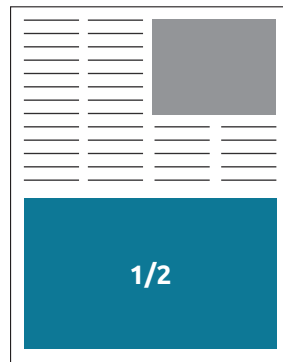
Full Page

10" x 13.5"



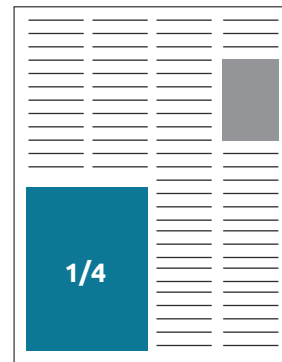
1/2 Page Vertical

4.875" x 13.5"



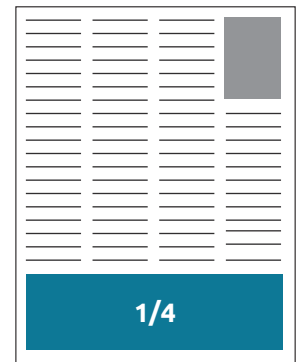
1/2 Page Horizontal

10" x 6.625"



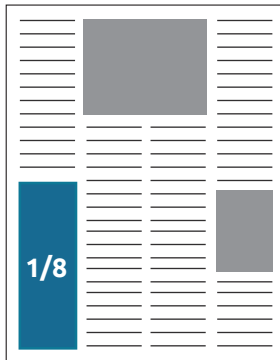
1/4 Page Vertical

4.875" x 6.625"



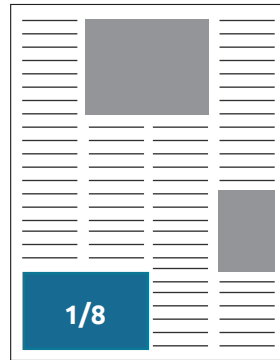
1/4 Page Horizontal

10" x 3.25"



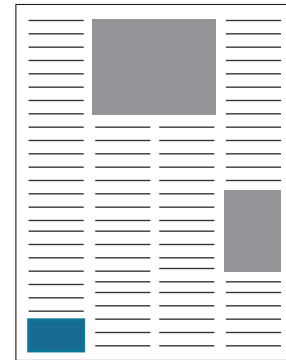
1/8 Page Vertical

2.375" x 6.625"



1/8 Page Horizontal

4.875" x 3.25"



Business Card

3.5" x 2"

SPECS

- File formats for camera ready ads include PDF, EPS, TIFF, 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:

lsinger@jewishlouisville.org or 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

- Color ads include complimentary placement in the online digital publication.
- Non-profit Rate: **15% Off**

BONUS E-NEWSLETTER AD!

Receive one complimentary Monday Community Email advertisement with the purchase of three or more print ad placements.

INSERTS

Maximum size: 7" w x 11" h
\$450 insertion fee
One month lead time required.

Client is 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 the *Community* printer the Friday prior to publication date.

EMAIL NEWSLETTERS

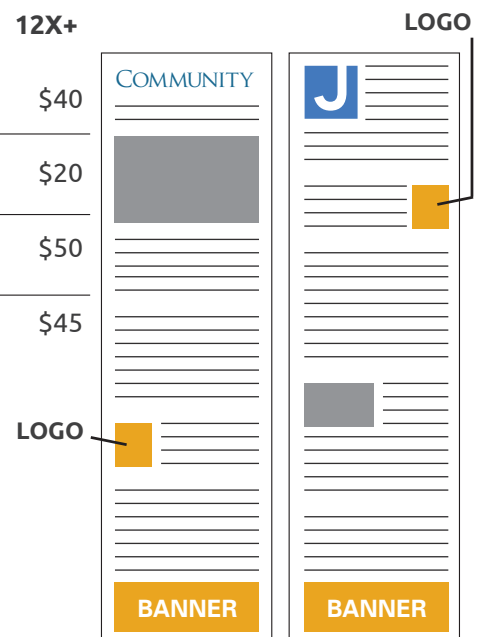
Banner 600 x 200 px or Logo +125 words of text.

	DISTRIBUTION LIST	1X	3X	6X	12X+	LOGO
Monday Community Email	~3,000	\$100	\$75	\$50	\$40	
Monday Community Email Add-On**	~3,000	\$80	\$55	\$30	\$20	
Friday J Member Email	~10,000	\$125	\$94	\$63	\$50	
Email Combo Package*	13,500+	----	\$85	\$56	\$45	

Email template subject to change.

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

** This is a discount rate for advertisers with a print ad.



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

2021 COMMUNITY PUBLICATION & DEADLINE DATES

JANUARY 29, 2021
Ad Deadline: Jan. 20

MAY 28, 2021
Ad Deadline: May 19

SEPTEMBER 24, 2021
Ad Deadline: Sept. 15

FEBRUARY 26, 2021
Ad Deadline: Feb. 17

JUNE 25, 2021
Ad Deadline: June 16

OCTOBER 29, 2021
Ad Deadline: Oct. 20

MARCH 26, 2021
Ad Deadline: Mar. 17
Passover Issue

JULY 30, 2021
Ad Deadline: Jul. 21
B'nai Mitzvah & Weddings

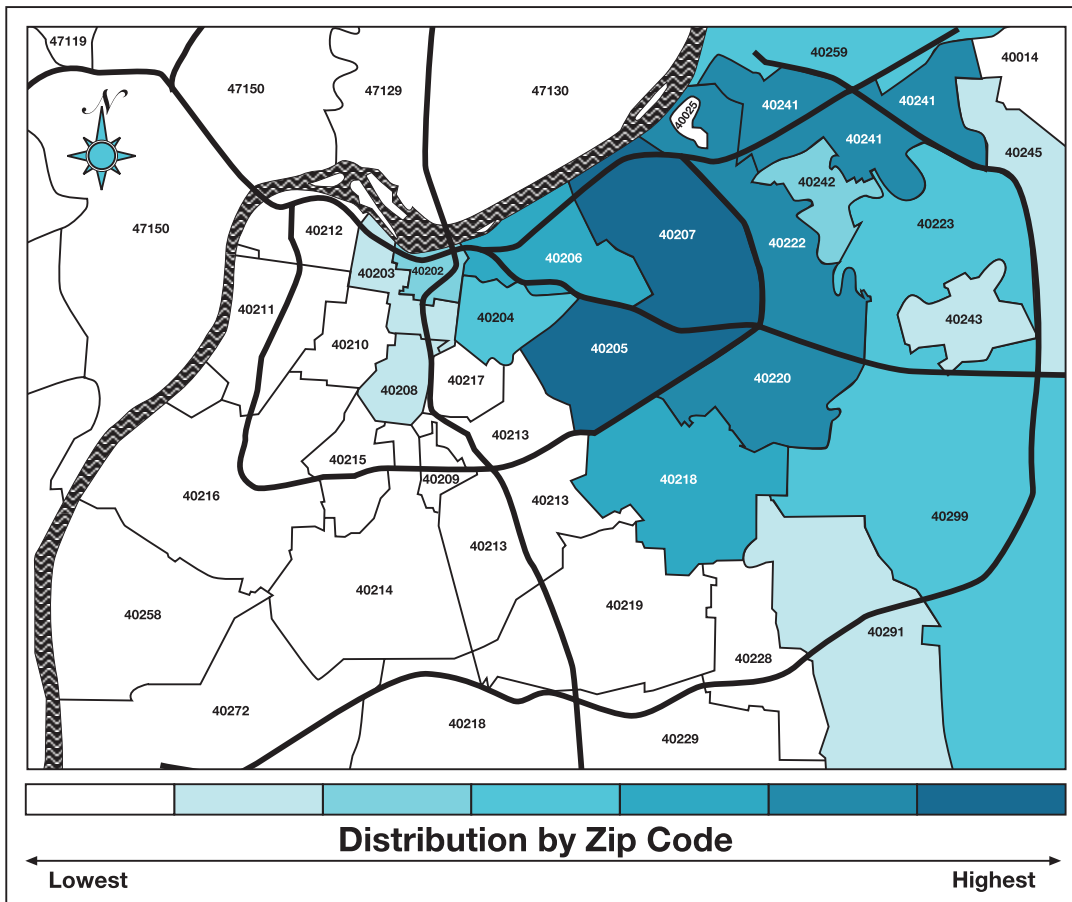
NOVEMBER 26, 2021
Ad Deadline: Nov. 17
Chanukah Issue

APRIL 30, 2021
Ad Deadline: Apr. 21

AUGUST 27, 2021
Ad Deadline: Aug. 18
High Holidays Issue

DECEMBER 31, 2021
Ad Deadline: Dec. 22
B'nai Mitzvah & Weddings

OUR READERS



Age

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



Circulation

5,600+ monthly papers mailed



Income

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



Circulation audited by CVC 6950.