

JEWISH LOUISVILLE

# COMMUNITY

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## 2023 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 Trager Family JCC.

*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



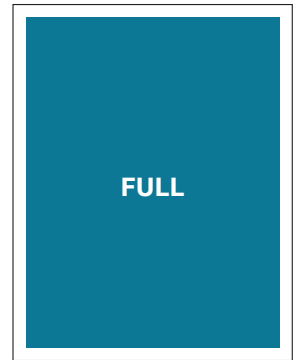
**Front Cover Banner**

4.457" W x 1.5" H



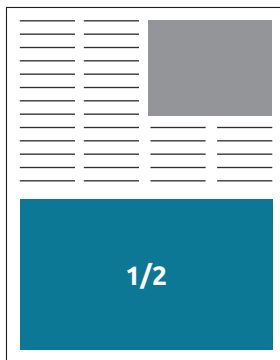
**Two Page Spread**

21.5" W x 13.75" H



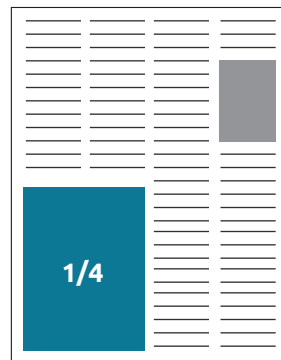
**Full Page**

10.375" W x 13.75" H



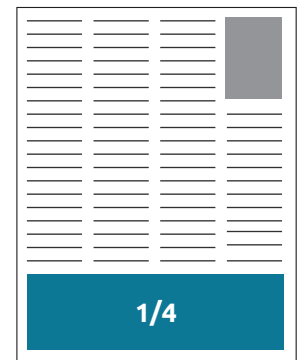
**1/2 Page Horizontal**

10.375" W x 6.625" H



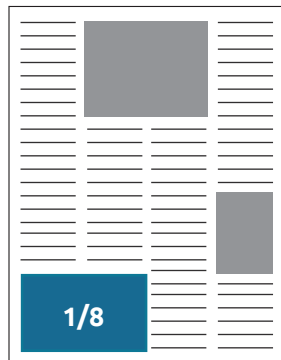
**1/4 Page Vertical**

5.103" W x 6.625" H



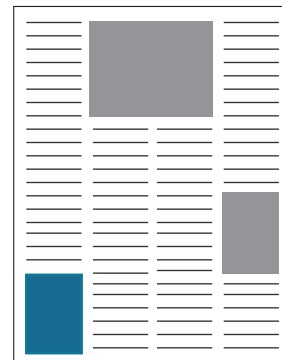
**1/4 Page Horizontal**

10.375" W x 3.373" H



**1/8 Page Horizontal**

5.103" W x 3.4" H



**Business Card**

2.455" W x 3.47" H

## 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](mailto:lsinger@jewishlouisville.org)

## COLOR AD RATES

SIZE	1X	3X (10% OFF)	6X (15% OFF)	12X (25% OFF)
Front Page Banner	\$1,250	\$900	\$850	\$750
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: 8.5" W x 11" H**  
**\$650 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

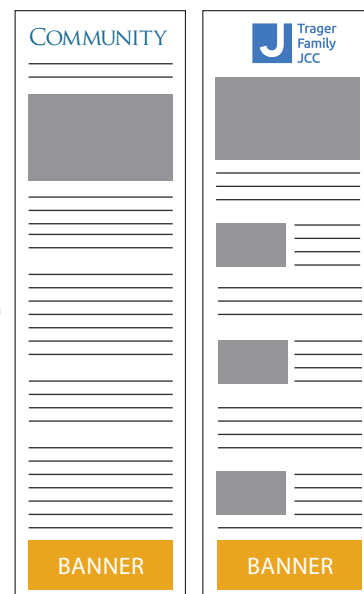
	DISTRIBUTION LIST	1X	3X	6X	12X+
Monday Community Email	~3,000	\$100	\$75	\$50	\$40
Monday Community Email Add-On*	~3,000	\$80	\$55	\$30	\$20
Thursday Trager Family JCC Member Email	~11,000	\$125	\$95	\$70	\$60
Email Combo Package**	14,000+	---	\$225	\$450	\$900

Files must be submitted as PNG or JPG. Email template subject to change.

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

\*\* For 3x email combo package, two Monday and one Thursday emails are packaged in a consecutive time-frame. For 12x+ email combos, client can choose any combination of Monday and Thursday emails, however the combination must include a minimum of at least four Monday emails.

Contact [lsinger@jewishlouisville.org](mailto:lsinger@jewishlouisville.org) or call 502-418-5845.



## 2023 COMMUNITY PUBLICATION & DEADLINE DATES

**JANUARY 27, 2023**

Ad Deadline: Jan. 16

**MAY 26, 2023**

Ad Deadline: May 15

**SEPTEMBER 29, 2023**

Ad Deadline: Sept. 18

**FEBRUARY 24, 2023**

Ad Deadline: Feb. 13

**JUNE 30, 2023**

Ad Deadline: June 19

**OCTOBER 27, 2023**

Ad Deadline: Oct. 16

**MARCH 31, 2023**

Ad Deadline: Mar. 20

*Passover Issue*

**JULY 28, 2023**

Ad Deadline: Jul. 17

*B'nai Mitzvah & Weddings*

**NOVEMBER 24, 2023**

Ad Deadline: Nov. 13

*Hanukkah Issue*

**APRIL 28, 2023**

Ad Deadline: Apr. 17

**AUGUST 25, 2023**

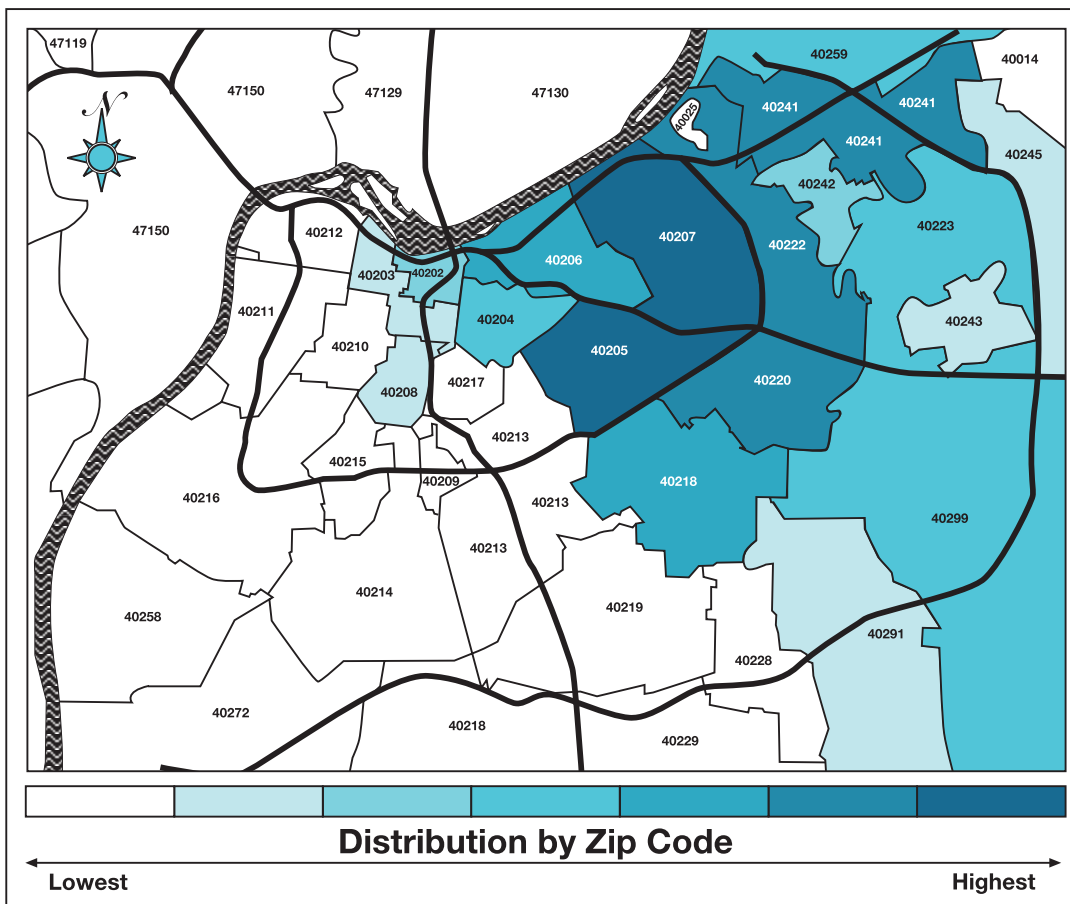
Ad Deadline: Aug. 14

*High Holidays Issue*

**DECEMBER 29, 2023**

Ad Deadline: Dec. 18

## OUR READERS



### Age

21% 35-44

23% 45-54

24% 55-64



### Circulation

6,000+ monthly  
papers mailed



### Income

24% \$100,000-\$149,999

24% \$75,000-\$99,000

21% \$50,000-\$74,999



Circulation audited by CVC 6950.