JEWISH LOUISVILLE

COMMUNITY

2024 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.

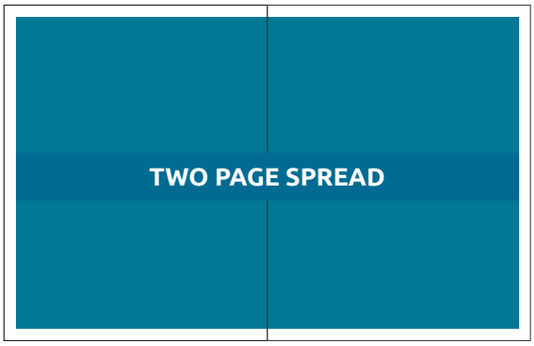
Community covers the latest news from Louisville's Jewish community, as well as national and international news and issues of Jewish interest that are often not covered in the local media.

jewishlouisville.org/community | 502-418-5845

PRINT AD SIZES

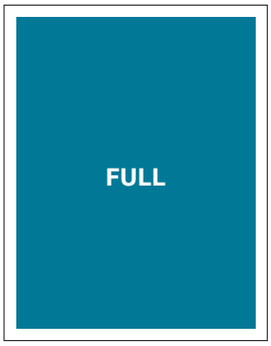
Front Cover Banner

4.457” W x 1.5” H



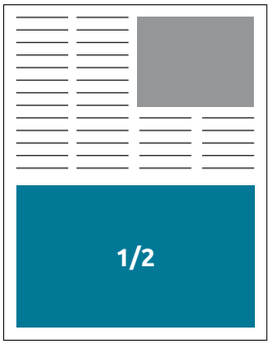
Two Page Spread

21.5” W x 13.75” H



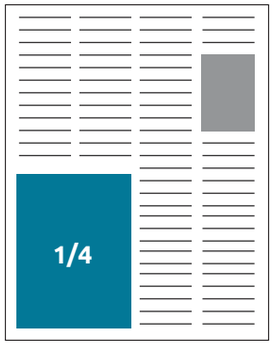
Full Page

10.375” W x 13.75” H



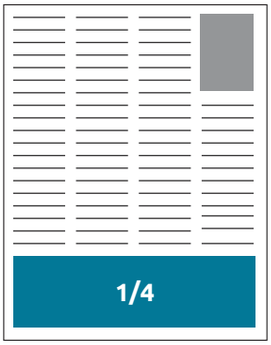
1/2 Page Horizontal

10.375” W x 6.625” H



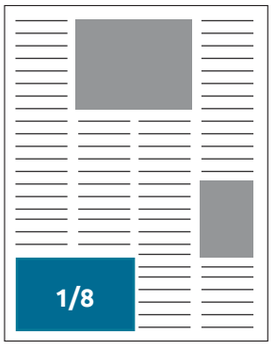
1/4 Page Vertical

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:
rkaufman@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

- **Ads are included in the digital publication online.**
- **For every 3 paid ads, advertisers can receive a complimentary ad in the Monday Community enews, upon request.**
- **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 10 days prior to publication date.

EMAIL NEWSLETTERS

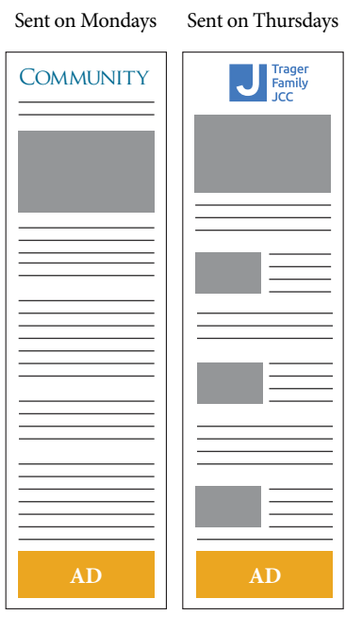
Banner 600 x 200 px

	DISTRIBUTION LIST	1X	3X	6X	12X+
Monday Community Email	~4,000	$100	$75	$50	$40
Monday Community Email Add-On* (For Print Advertisers)	~4,000	$80	$55	$30	$20
Thursday Trager Family JCC Member Email	~14,000	$125	$115	$90	$80
Email Combo Package**	18,000+	----	$250	$500	$1,000

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 or call 502-418-5845.

2024 COMMUNITY PUBLICATION & DEADLINE DATES

JANUARY 26, 2024
Ad Deadline: Jan. 15

FEBRUARY 23, 2024
Ad Deadline: Feb. 12

MARCH 29, 2024
Ad Deadline: Mar. 18
Passover Issue

APRIL 26, 2024
Ad Deadline: Apr. 15

MAY 31, 2024
Ad Deadline: May 20

JUNE 28, 2024
Ad Deadline: June 17

JULY 26, 2024
Ad Deadline: Jul. 15

AUGUST 30, 2024
Ad Deadline: Aug. 19

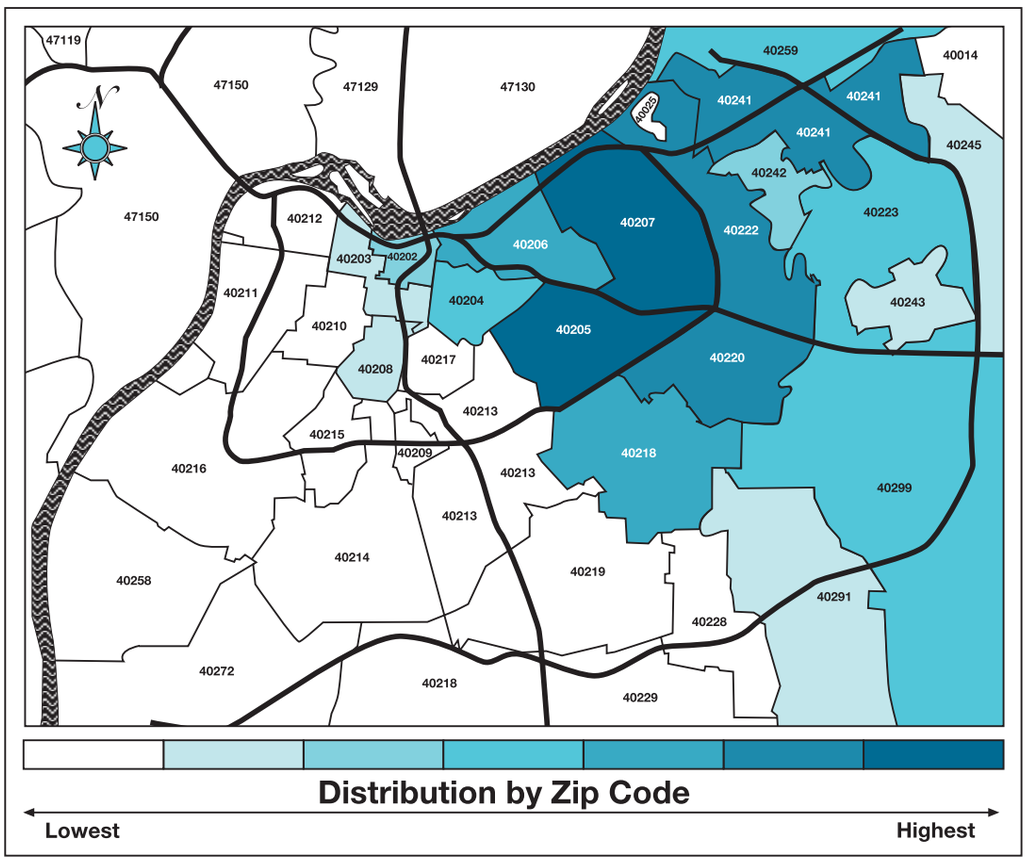
SEPTEMBER 27, 2024
Ad Deadline: Sept. 16
High Holidays Issue

OCTOBER 25, 2024
Ad Deadline: Oct. 14

NOVEMBER 29, 2024
Ad Deadline: Nov. 18
Hanukkah Issue

DECEMBER 27, 2024
Ad Deadline: Dec. 16

OUR READERS



CIRCULATION VERIFICATION COUNCIL

Circulation audited by CVC 6950.

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

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