

WELCOME TO THE CHRONICLE



SAM KRICSFELD

Looking to connect with a highly engaged and loyal audience? Advertising with The Kansas City Jewish Chronicle offers you the opportunity to reach the heart of our vibrant Jewish community.

With a combination of print, digital, and email distribution, your message will be delivered directly to Jewish households across the Kansas City area. The Chronicle is the only local Jewish news source, giving you unmatched access to an audience that values the connection and content we provide. Our readers are deeply committed to their community and rely on us for news and information they can't find anywhere else.

By advertising with The Kansas City Jewish Chronicle, your brand will be seen by thousands of engaged readers, offering you an opportunity to build awareness and grow your business within our niche market. Don't miss this chance to connect with a loyal and responsive audience.



LACEY STORER

Sam Kricsfeld
Editor

Lacey Storer
Assistant Editor

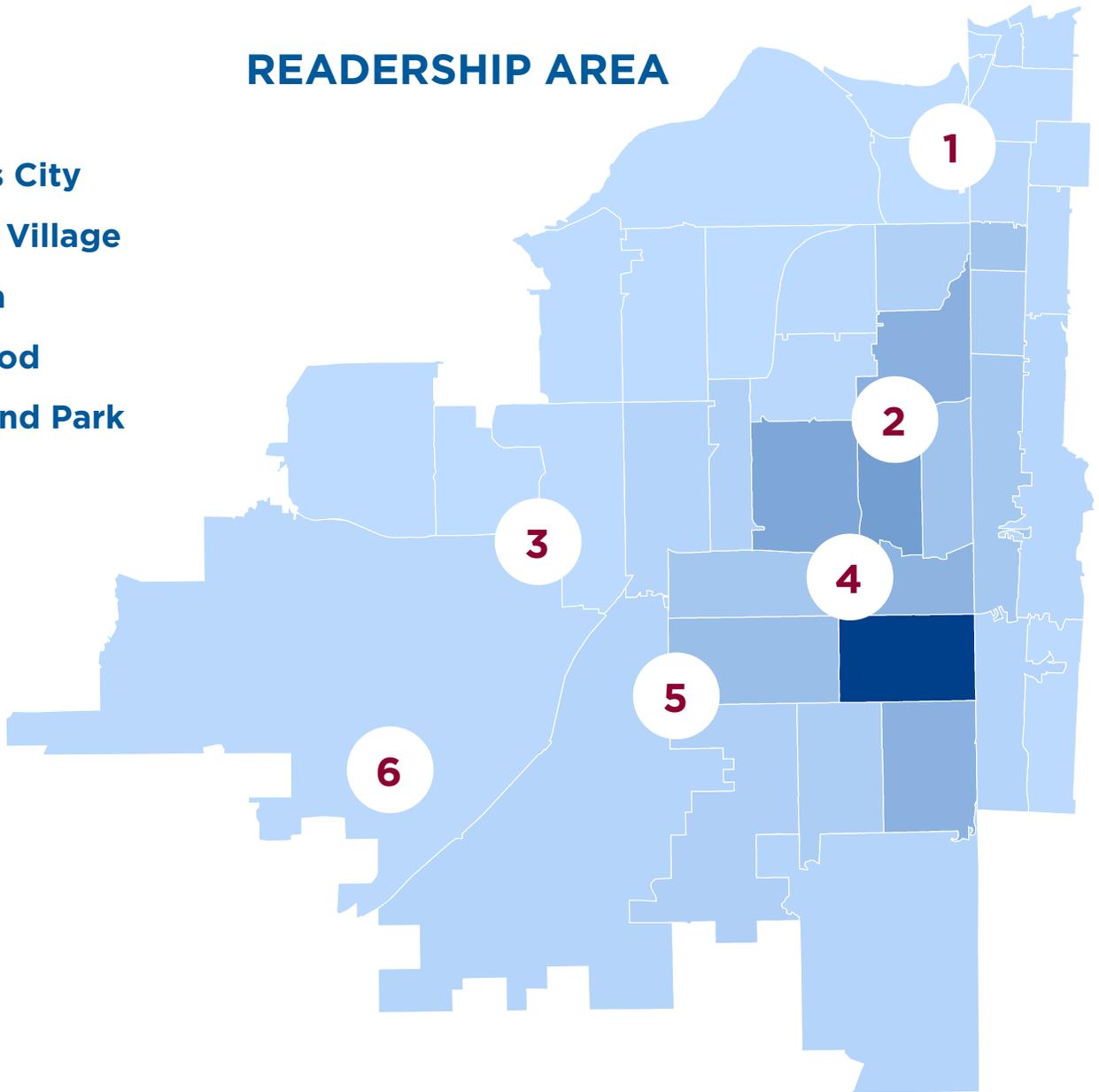
SUBSCRIBERS/READERSHIP

The majority of Jewish Chronicle readers (73%) have been subscribed for more than 20 years.

| | | | | | | |
|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| 0-10 years (14.9%) | 11-20 years (12.5%) | 21-30 years (17.1%) | 31-40 years (16.7%) | 41-50 years (22.8%) | 51-60 years (11.4%) | 60+ years (4.6%) |
|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|

READERSHIP AREA

- 1 Kansas City
- 2 Prairie Village
- 3 Lenexa
- 4 Leawood
- 5 Overland Park
- 6 Olathe



TOP 10 CITIES

| | City | Size |
|----|-----------------|-------|
| 1 | Overland Park | 33.6% |
| 2 | Leawood | 25.1% |
| 3 | Kansas City, MO | 12.1% |
| 4 | Prairie Village | 6.6% |
| 5 | Mission Hills | 2.6% |
| 6 | Olathe | 2% |
| 7 | Fairway | 1.1% |
| 8 | Stilwell | 1% |
| 9 | Lenexa | 1% |
| 10 | Lawrence | 0.9% |

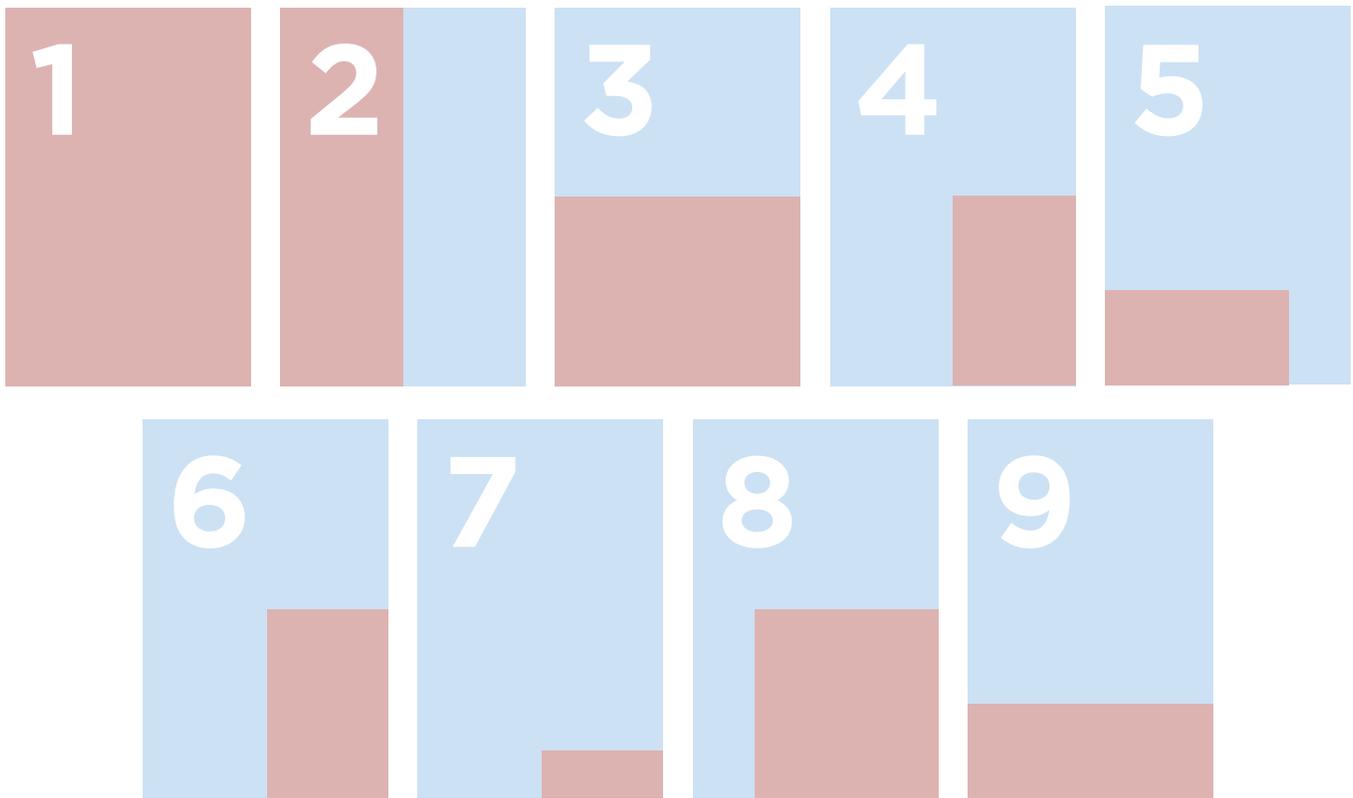
TOP 10 ZIP CODES

| | Area | Size |
|----|-------------------------|-------|
| 1 | 66209 (Leawood) | 20.4% |
| 2 | 66207 (OP) | 7.9% |
| 3 | 66212 (OP) | 7.2% |
| 4 | 66211 (Leawood) | 6% |
| 5 | 66208 (Prairie Village) | 5.8% |
| 6 | 66224 (OP) | 5.5% |
| 7 | 66213 (OP) | 3.8% |
| 8 | 66206 (Leawood) | 3.3% |
| 9 | 66210 (OP) | 2.9% |
| 10 | 64112 (KCMO) | 2.9% |

TOP 3 COUNTIES

| | |
|---|---------|
| 1 | Johnson |
| 2 | Jackson |
| 3 | Douglas |

PRINT AD SIZES AND PRICES



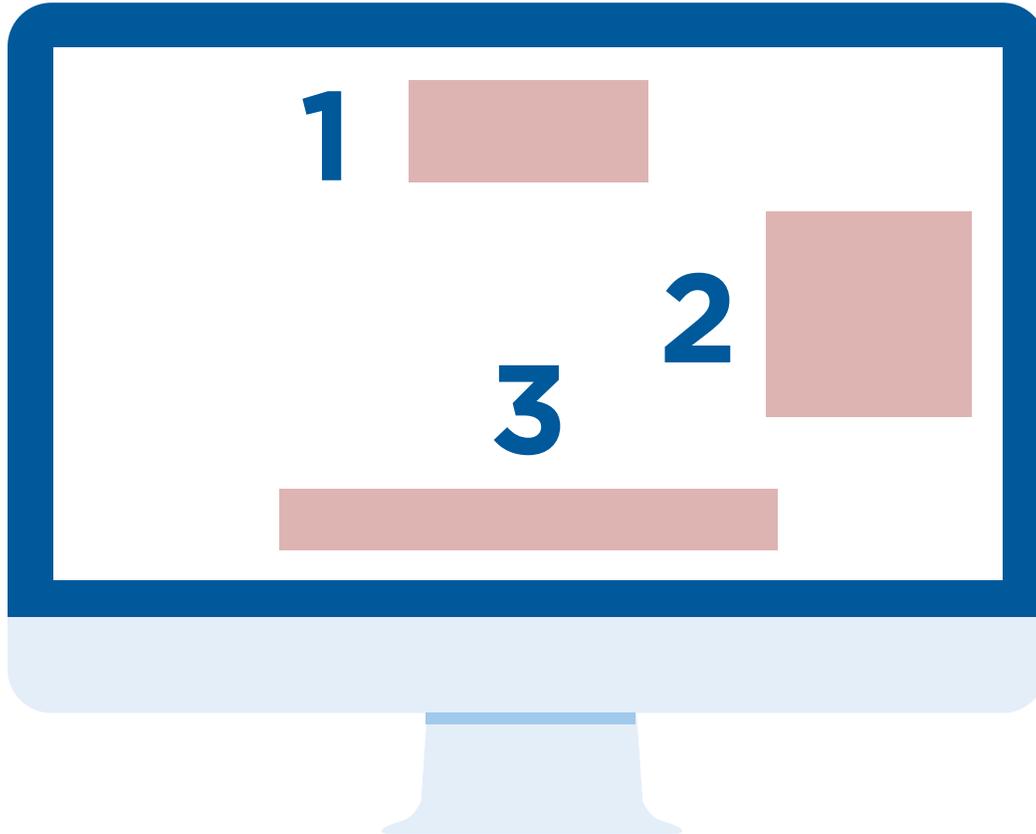
- ▶ The Chronicle is printed in color and black/white. There are 7 color pages available for ads. Due to space limitations, color ad requests are first-come, first-served, and we might not be able to accommodate last-minute color ads.

- ▶ All artwork must be 300dpi or above. Color artwork must be 4-color.
- ▶ We highly suggest when using the color black, that it is created with 100% K (C=0, M=0, Y=0, K=100) for best printing.

| Description | Size (width by height) | Price (Color) | Price (B/W) |
|---------------------------|------------------------|---------------|-------------|
| 1 Full Page (Inside) | 10.375" x 16" | \$865 | \$725 |
| 2 Half Page Vertical | 5.125" x 16" | \$615 | \$500 |
| 3 Half Page Horizontal | 10.375" x 8" | \$615 | \$500 |
| 4 Quarter Page Vertical | 5.125" x 8" | \$370 | \$300 |
| 5 Quarter Page Horizontal | 7.75" x 4" | \$370 | \$300 |
| 6 Eighth Page Horizontal | 5.125" x 8" | \$215 | \$180 |
| 7 Business Card | 5.125" x 2" | \$105 | \$90 |
| 8 One-Third Page | 7.75" x 8" | \$500 | \$405 |
| 9 Footer Ad | 10.375" x 4" | \$275 | \$225 |

When submitting ads, please create the ad to exact dimensions without a bleed, and there is no need for crop or bleed marks.

DIGITAL AD SIZES AND PRICES



| Description | Size | Location | Price |
|---------------------|-----------------|------------------------|-------------|
| 1 Rectangle | 350px x 149px | Top of page | \$225/week |
| 2 Square | 300px x 300px | Right side of screen | \$125/week |
| 3 Horizontal Banner | 728px x 90px | Bottom of page | \$100/week |
| Email | 1920px x 1080px | Chronicle Weekly Email | \$250/email |

EMAIL/ONLINE STATS

▶ 1,250 email subscribers

▶ 67% open rate

▶ 22% Click Rate

ONLINE STATS (MONTHLY AVERAGE)

▶ 28,000 Page Views

▶ 12,000 Users

▶ 11,500 Visits

PUBLICATION/DEADLINE SCHEDULE

The Chronicle is printed every other week with new stories added to the website/sent in email on non-print weeks.
Ads are due by noon a week prior to the publication dates below.

| PUBLICATION DATE | AD DEADLINE | PUBLICATION DATE | AD DEADLINE | PUBLICATION DATE | AD DEADLINE |
|------------------|-------------|------------------|-------------|------------------|---------------|
| January 2 | December 23 | May 7 | April 30* | September 10 | September 3 |
| January 15 | January 8 | May 21 | May 14 | September 24 | September 15* |
| January 29 | January 22 | June 4 | May 28 | October 8 | October 1 |
| February 12 | February 5 | June 18 | June 11 | October 22 | October 15 |
| February 26 | February 19 | July 2 | June 25 | November 5 | October 29 |
| March 12 | March 5 | July 16 | July 9 | November 19 | November 12 |
| March 26 | March 19 | July 30 | July 23 | December 3 | November 24* |
| April 9 | March 30 | August 13 | August 6 | December 17 | December 10 |
| April 23 | April 16 | August 27 | August 20 | December 31 | December 22* |

* Dates changed due to holidays

ADDITIONAL INFORMATION

Cancellation Policy

- Advertisers must provide written notice of any cancellations.
- **Print Ads:** Cancellations for print ads must be made by the artwork submission deadline (Thursday before the newspaper goes to print). Ads canceled after this deadline incur a 20% cancellation fee based on the total ad price.
- **Digital Ads:** Advertisers may cancel digital ads without a fee if the cancellation notice is provided by 5pm one business day prior to the scheduled run date. If a digital ad is canceled after it began running, the advertiser will be billed a prorated amount for the time the ad has run, plus a 20% cancellation fee based on the total ad price.

Billing

- Invoices are sent at the beginning of each month; payment is due upon receipt. Please let us know if you require a tear sheet with your invoice.
- If invoices haven't been paid after three months, any future ads will be suspended until the balance has been paid in full.

Design

- The Chronicle does not offer design services; for help with ad artwork, we can refer you to a graphic designer.