





PEOPLE OF THE BOOK

Opening our exceptional 2023 season
are **FIVE EXTRAORDINARY AUTHORS**
from **People of the Book Author Series**:
Lisa Barr, Marti Indyk, Gwen Strauss,
Weina Dai Randel and Tom Dugan.



JANUARY 2023

See more on page 64

THE

JEWISH NEWS

OF SARASOTA-MANATEE

PUBLISHED BY

The Jewish Federation

OF SARASOTA-MANATEE

GREENSPON CAMPUS
FOR JEWISH LIFE

January 2023 – Tevet/Shevat 5783
jfedsrq.org
Volume 53, Number 1

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Using the lessons of 2022 to accomplish our dreams in 2023

By Shep Englander, CEO

As we complete 2022, we take stock of our progress and set the goals for our community in 2023. This coincides with the completion of my first full year as CEO of our Jewish Federation.

No one could have predicted all the challenges our community faced over the past year, including the pandemic's refusal to end, even more toxic politics, and



and, of course, the

our mission of strengthening Jewish life, providing for those in need and promoting support for Israel. Community members have been happy to see each other as we have returned to our engaging in-person events and programs.

In 2023, our community will continue to grow larger, stronger and more diverse. We will welcome each other onto our new Greenspon Campus for Jewish Life, a new home where we will make friends, share our stories and concerns, learn together and celebrate our traditions. We are committed to making our dreams both achievable

and prioritized getting this event center open first because it will be the heart of the campus, the place where we gather and celebrate together. We also expect it to be so successful that it will generate funds to support much of our mission-driven work on the campus, including our Holocaust education efforts which will be anchored at the Chaffetz Holocaust Memorial.

What makes our Federation strong and able to pursue ambitious projects like our new campus is every one of you. Our community and our Federation have thrived for over 60 years. And with your help, we will be here



The Jewish Federation
OF SARASOTA-MANATEE

2023

WELCOME

Welcome to the print and electronic publications produced by The Jewish Federation of Sarasota-Manatee!

The Jewish News of Sarasota-Manatee, recognized as one of the leading monthly Jewish newspapers in the country, has been published for over 50 years! We are the source of all things Jewish — from pertinent news to the arts, community, Israel and spirituality. Ads in **THE JEWISH NEWS** are seen by our 10,000+ subscribers with thousands of additional copies available at more than 90 locations throughout the two counties, the fastest-growing Jewish community in the United States.

An electronic version of **THE JEWISH NEWS** is available at JFEDSRQ.org/Jewish-News giving your print ad even more exposure. Be sure to include your business' URL in your ad as the electronic version links readers directly to your website!

Our subscribers are well-to-do (60% have an annual household income of \$100,000+), educated (63% hold a college degree or higher) and philanthropic (2021 donations to our Federation from our readership totalled over \$3.7 million).

SHALOMSRQ is Sarasota-Manatee's ultimate annual magazine-style resource guide to everything Jewish that a local resident, visitor or newcomer needs to know. Just like **THE JEWISH NEWS**, **SHALOMSRQ** can also be read online at JFEDSRQ.org/SHALOMSRQ.

JFEDSRQ NEWS WEEKLY is our eNewsletter which is emailed to our 8,000 email subscribers every Friday. Three sizes of BANNER ADS are available to promote your business starting as low as \$75/week!



Please contact Adam Kaplan, Advertising Sales Representative | 941.552.6307 | akaplan@jfedsrq.org



The Jewish Federation
OF SARASOTA-MANATEE

2023 MEDIA KIT

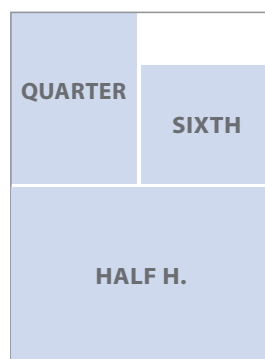
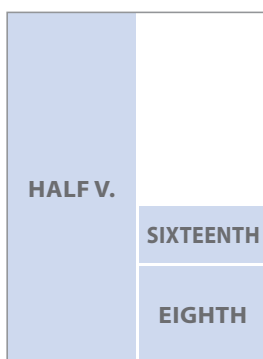
ADVERTISING OPPORTUNITIES

PRINT ADVERTISING

THE JEWISH NEWS

DEADLINES FOR PRINT ADS & FREE-STANDING INSERTS

ISSUE	CLOSING DATE	ART DEADLINE
2023	January	December 13
	February	January 10
	March	February 14
	April	March 14
	May	April 10
	June/July	May 16
	August	July 11
	September	August 15
	October	September 12
	November	October 17
	December	November 14



ADVERTISING RATES — Non-profits receive a 15% discount.

Description	Size	1-3 Issues	4-8 Issues	9-12 Issues
Full page	10.25" x 15.375"	\$1,625	\$1,465	\$1,295
Half page horizontal	10.25" x 7.5"	\$895	\$810	\$725
Half page vertical	5" x 15.375"	\$895	\$810	\$725
Quarter page	5" x 7.5"	\$470	\$425	\$375
Sixth page	5" x 5"	\$335	\$305	\$270
Eighth page	5" x 3.75"	\$205	\$190	\$165
Sixteenth page	5" x 2"	\$105	\$95	\$85

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2023 MEDIA KIT

DISPLAY ADVERTISING

ADVERTORIALS

An ad that appears similar to editorial content (an advertorial) must show the words “PAID ADVERTISEMENT” as a border. We offer two sizes of advertorials:

Advertorial Sizes	Specifications	Words Allowed	Images	Rate
Half page horizontal	10.25" x 7.5"	750	1-5	\$895
Quarter page	5" x 7.5"	375	1-2	\$470

POLITICAL ADS

Political ads can be any display size ad and are priced the same as display ads. All political ads **must** show the words “PAID POLITICAL ADVERTISEMENT” as a border.



INSERTS

In addition to display ads in **THE JEWISH NEWS** we also offer advertisers the choice to stand out by placing free-standing inserts into the newspaper. Advertisers are responsible for the printing and delivery of their inserts. Paper stock can be any of the following weights: #60, #80, #100. Insertion fee is \$950; for non-profit organizations the fee is \$750*. Minimum quantity to supply is 13,000.

**These fees are in addition to the cost of printing and delivering inserts to our printer.*



Insert Sizes	Size	Insertion Fee*	Non-profit Insertion Fee*
Letter-size	8.5" x 11"	\$950	\$750
Tabloid Size	11" x 17" (folded to 8.5"x 11")	\$950	\$750
Half Letter-size	8.5" x 5.5"	\$950	\$750

All boxes/skids MUST be marked **The Jewish News of Sarasota-Manatee**, along with the issue they are to be inserted in (e.g., November 2023).

Ship to:

The Jewish News of Sarasota-Manatee
c/o Breeze Newspapers
ATTN: Renee Brown
14051 Jetport Loop
Ft. Myers, FL 33913

Each box/skid MUST be accompanied by a packing slip that indicates the total number of boxes & total number of inserts in each box.

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DIGITAL ADVERTISING

BANNER ADS in JFEDSRQ NEWS WEEKLY

Get your message in front of 8,000 highly responsive email subscribers with a BANNER AD in our **JFEDSRQ NEWS WEEKLY** eNewsletter! Our email open rate is 30% higher than the non-profit average. We allow for only one advertiser per business category, and only four ads are allowed per newsletter, so your ad enjoys exclusivity against the competition. Banner ads link directly to your website and are a great value!

Banner Ad Sizes (pixels)	Rate
600 x 90 (Premium Placement)	\$125
450 x 300	\$100
450 x 200	\$75



Premium placement banner ad

SPECIAL SECTIONS & EDITIONS

We publish several special editions, sections and program guides to support our most popular events. Display ads are available in the following publications:

- The Jewish Film Festival of Sarasota-Manatee
- Event Planning Guide
- ShalomSRQ



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SPECIFICATIONS & SUBMISSION PROCESS

SUBMITTING YOUR ARTWORK

Files must be emailed to akaplan@jfedsrq.org by the ART DEADLINE. Advertisers are responsible for proofing their ads prior to submission. There is no compensation for ads containing errors which have been proofed and approved or provided by the advertiser. **All advertising is subject to approval by the publisher. We reserve the right to refuse or cancel any advertisement at any time.**

DESIGN TIPS AND QUALITY CONTROL

REGISTRATION

Text built in CMYK Black (using all four colors) may reproduce out of register due to the offset printing process. To keep black text looking crisp, it needs to be set up as 100% Black and not CMYK Black (four-color Black).

COLOR

Please build your art using CMYK color space.

IMAGES

Minimum resolution of 300 dpi for all artwork.

FONTS

It's important to be diligent in embedding and/or outlining your fonts. We recommend using no more than three fonts and/or family of fonts.

OTHER QUALITY ISSUES

Ink Offsetting: If you use large swaths of dark or black background in ads or graphics, the ink could offset onto the opposing page. To help avoid this, use such spaces sparingly. If you use a rich black background, adjust the color mix to 50C, 50M, 50Y, 100K.

CANCELATION POLICY

A minimum notice of 30 days prior to the Space Reservation Deadline is required.

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DESIGN SERVICES

We offer ad design services for \$50/hr with a one hour minimum charge. Copy/text and images must be emailed to akaplan@jfedsrq.org by the CLOSING DATE. **Advertisers are entitled to submit two rounds of changes. An additional hourly fee will be assessed for three or more such changes.**

Ad proofs are provided to advertiser. Advertisers assume responsibility for accuracy and no compensation will be made for ads containing errors which have been proofed and approved.

ORDER FORMS

Download your ad **INSERTION ORDER** for *The Jewish News* from: JFEDSRQ.org/JN-Ad-Form.

Download your ad **INSERTION ORDER** for *SHALOMSRQ* from: JFEDSRQ.org/ShalomSRQ-Ad-Form.

Please contact Adam Kaplan, Advertising Sales Representative | 941.552.6307 | akaplan@jfedsrq.org





ADVERTISING INSERTION ORDER

I/we authorize The Jewish Federation of Sarasota-Manatee [JFSM] to publish our advertisement(s) in the selected media channels below.

Client Contact Information

Organization _____
Name _____
Address _____
City/State/Zip _____ Phone _____
Email _____

Billing Information ☐ Check here if same as above

Name _____
Address _____
City/State/Zip _____ Phone _____

Form of Payment ☐ Bank Check (check # _____) ☐ Credit Card

(Make checks payable to **The Jewish Federation of Sarasota-Manatee** or include CC info below)

Name on Card _____
Card # _____
Expiration Date _____ Security Code _____

Please check one:

☐ Bill Monthly ☐ Recurring Monthly Charge ☐ One-time Charge

AD RUN INFORMATION

Campaign Name: _____

Jewish News ☐ JAN ☐ FEB ☐ MAR ☐ APR
☐ MAY ☐ JUN/JUL ☐ AUG ☐ SEP
Select Issue(s): ☐ OCT ☐ NOV ☐ DEC

Total Number of Issues: _____

Eblast Banner Ad

Date(s): _____

Total Number of Eblasts: _____

AUTHORIZATION

Your signature on this insertion order signifies your acceptance of all terms and conditions in The Jewish News media kit. Please refer to the media kit for ad specifications and art submission information.

Signature _____
Date _____

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ADVERTISING FEES CALCULATION

Numerals and decimals only; no letters or symbols

Jewish News Ad Size
Ad Price \$ Price of Ad X # of Issues = \$
Non-profit Discount (15%) Amount of Discount as Decimal = \$
25% Guaranteed Placement Fee... If Yes, type .25 If No, type 0 = \$
Design Fee (if any, \$50/hr. min.) Type 0 if None = \$
Sub-total = \$

Eblast Banner Ad (See Media Kit for Pricing)
Ad Price Price of Ad X # of Eblasts = \$
Special Promotion (if any)..... Amount of Discount as Decimal = \$
Sub-total = \$

Total Contract Price \$

Send form to:

Adam Kaplan, Advertising Sales Representative

The Jewish Federation of Sarasota-Manatee

Greenspon Campus for Jewish Life | Kligenstein Jewish Center | 580 McIntosh Rd. | Sarasota, FL 34232
akaplan@jfedrsq.org | Direct 941.552.6307, Main 941.371.4546, Fax 941.378.2947 | JFEDSRQ.org/Advertising