

THE **JEWISH NEWS** OF SARASOTA-MANATEE

PUBLISHED BY **The Jewish Federation OF SARASOTA-MANATEE**

THE LARRY & MARY GREENSPON FAMILY CAMPUS FOR JEWISH LIFE

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Bringing the dream of a community campus to life

By Shep Englander, Chief Executive Officer

In April, The Jewish Federation of Sarasota-Manatee board and committed donors celebrated that we are starting construction on the next phase of our 21st-century campus – The Larry & Mary Greenspon Family Campus for Jewish Life! Together, we said a *shelachayana*, the traditional prayer for marking an important milestone.



grateful for the diligent work of our board and recent board presidents, including Randen Carvel, Michael Ritter and Patti Wertheimer. They devised creative campus concepts in collaboration with my predecessor, Howard Tevlowitz, Chief Operating Officer Kim Adler and the Federation professional staff.

In Cincinnati, I had the honor of coordinating the capital fund drive and campus design for a community campus that became the heart of the community. That campus nourished

Brude Uddell says, our new campus will make our future greater than our past. **Researching and planning for financial sustainability** Shaping the vision for a community campus requires deciphering our community's priority needs today and for decades to come, and then developing business plans to ensure that we can operate whatever we build in a financially sustainable way. To understand our local demographics, our Jewish Federation hired Brandeis University in 2019 to perform the first demo-



The Jewish Federation OF SARASOTA-MANATEE



Never stop testing and your advertising
will never stop improving. – David Ogilvy

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 more than 50 years! We cover the spectrum of all things Jewish – from pertinent news to the arts, community, Israel and spirituality. Ads in **The Jewish News** are seen by our 12,000+ subscribers with thousands of additional copies available at some 80 locations throughout the two counties, which comprise 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!

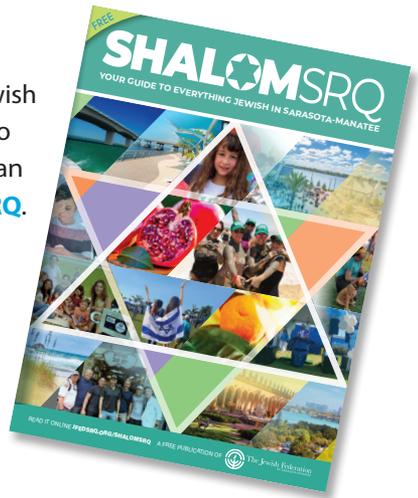
Our subscribers are well-to-do (43% have an annual household income of \$100,000+), educated and philanthropic (2020 donations to our Federation from our readership totaled over \$4.1 million).

Advertising space is also available in **Special Sections** featured in **The Jewish News**:

- **February:** The Jewish Film Festival
- **October:** Event Planning Guide

SHALOM SRQ is Sarasota-Manatee's ultimate 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 NEWSWEEKLY is our e-newsletter, which is emailed to our 8,000 email subscribers every Friday. Three sizes of BANNER ADS are available to promote your business for as low as \$75/week!



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

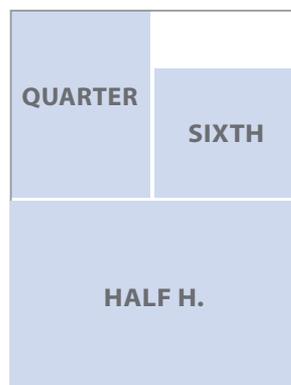
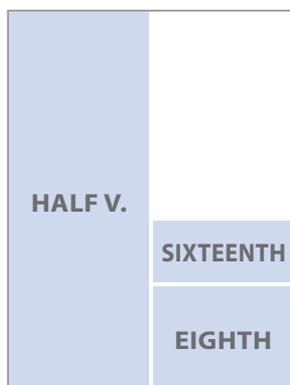
ADVERTISING OPPORTUNITIES

PRINT ADVERTISING

THE JEWISH NEWS

DEADLINES FOR PRINT ADS & FREE-STANDING INSERTS

ISSUE	CLOSING DATE	ART DEADLINE
June 2022	May 2	May 9
July 2022	June 3	June 10
August 2022	July 5	July 12
September 2022	August 4	August 16
October 2022	September 2	September 13
November 2022	October 3	October 19
December 2022	November 1	November 8



ADVERTISING RATES — *Non-profits receive a 20% 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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The Jewish Federation
OF SARASOTA-MANATEE

2022-2023 MEDIA KIT

DISPLAY ADVERTISING

ADVERTORIALS

An ad that appears similar to editorial content (an advertorial) must show the words "PAID ADVERTISEMENT" as a border around such ads. 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 around such ads.



INSERTS

In addition to display ads in *The Jewish News* we also offer advertisers the choice of standing out from the crowd 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 15,000.

*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 2022).

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!



Premium placement banner ad

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

SPECIAL SECTIONS & EDITIONS

Throughout the year, 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.**

Ad Specifications

Ads should be emailed as **PDF attachments** utilizing the following specifications:

- **PDFs should be high resolution (300ppi) PRESS READY.**
- **Please use CMYK color space in 24-bit color.**
- **All fonts should be embedded.**
- **All ad art and images used should be 300ppi/dpi resolution.**
- **Please convert all Pantone or Spot colors to CMYK color space.**
- **For print quality, please do not use fonts smaller than 10 pts.**

Art, Image and Logo Specifications

Art submitted for our design services should utilize the following specifications:

- **High-resolution (300ppi/dpi) digital files in PDF, TIFF, PNG or JPEG file format.**
- **Flatten all layers as much as possible to avoid problems with printing.**
- **Vector (.eps, .ai) files should have all text converted to outlines.**
- **PDFs should have fonts embedded.**
- **Ideally, logos should have a transparent background if white background is not part of the logo graphic.**

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. Original photos may be submitted for scanning. Advertisers are entitled to submit three rounds of changes. An additional hourly fee will be assessed for four or more such changes.

Ad proofs are provided to advertisers whose ads are created by The Jewish Federation of Sarasota-Manatee. Advertisers assume responsibility for accuracy. There is no compensation 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.

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