

Columbia Jewish News Advertising | 2017-2018

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Now in magazine format, the *Columbia Jewish News* is the Jewish community's primary source for local, global, and Israeli Jewish news and events. A publication of the Columbia Jewish Federation, this magazine is a cost-effective way of reaching the largest number of Jewish households and organizations in the greater Columbia area.

Why advertise with us?

The Columbia Jewish News is mailed free of charge to over 1,200 Jewish households and businesses in the Columbia area:

- 30% live in Forest Acres
- 25% live in the Northeast
- 23% live downtown

Our website, home to the digital version of our magazine, was viewed over 7,000 times last year.

Our readership has a higher-than-average household income and actively support our advertisers:

- fine and casual dining
- shopping for fashion, jewelry, and fine arts
- entertainment
- frequent travel
- theater and performing arts events
- home, garden, and lawn care and decor
- spas and salons

Our community is interested in businesses that make life cycle events easier to plan:

- hotels
- photographers
- caterers
- fine wines/spirits
- DJs
- funeral homes

NEW 2017-2018 Promotions

For the first time we are offering:

- » special resource guide ads
 - » website and email marketing ads
 - » new sponsorship levels
 - » special rates for non-profits and sole proprietor businesses
 - » new sizes and rates for ROP ads
- See rate sheet for details.

BOGO 50% Off for First-Time Advertisers

We are so sure that you are going to love advertising in the *Columbia Jewish News* that we are willing to give you your first ad for **50% off**.*‡

Annual Advertising Special

Advertise in FIVE consecutive editions of the *Columbia Jewish News* and get your SIXTH ad free![^]‡

* with advance payment for an ad in the subsequent issue

[^] Account must be in good standing.

‡ Offer not valid on Resource Guide ads, sponsorships, or *Friends of the Jewish News* specials.



Special Resource Guides

Simcha Resource Guide: A new feature of the magazine, this section runs year-round and includes resources that will help local Jewish families plan their weddings, bar/bat mitzvah parties, and baby naming ceremonies. \$150/month or \$750/year for a B/W business card ad

Passover Guide: A new feature of our March-April edition, this section informs our readers of where they can purchase Kosher-for-Passover foods. \$150 for a B/W business card ad

Chanukah Bazaar: A new feature of our November-December edition, this section showcases retailers that have unique gifts for Chanukah. \$150 for a B/W business card ad

Digital Marketing

We will feature your full-color digital advertisement on our *Columbia Jewish News* website and in the email that is sent to hundreds of digital subscribers. \$180/every 2 months or \$900/year

ROP Advertising

PREMIUM PLACEMENT	Specs	BW Rate/ Issue	Color Rate/ Issue	BW Annual Special	Color Annual Special
Back Cover – Full Page Color	8.5"x11" with bleed	N/A	\$800	N/A	\$4,000
Inside Back or Inside Front Cover – Full Page Color	7.5"x10"	N/A	\$725	N/A	\$3,625

ROP	Specs	BW Rate/ Issue	Color Rate/ Issue	BW Annual Special	Color Annual Special
Inside Full Page	7.5"x10"	\$500	\$575	\$2,500	\$2,875
1/2-Page Vertical	3.625"x10"	\$350	\$425	\$1,750	\$2,125
1/2-Page Horizontal	7.5"x5"	\$350	\$425	\$1,750	\$2,125
1/4-Page	3.625"x2.5"	\$200	\$275	\$1,000	\$1,375

Sponsorships

Want the most bang for your buck? Become a sponsor of the *Columbia Jewish News* and receive a full year of ROP color advertising, digital marketing, PLUS an advertisement on the TV in the lobby of the JCC, viewed by an average of 800 people daily, and recognition at Federation's annual fundraising event (currently available ONLY to sponsors)!

Sponsorship Level	ROP Advertisement Size	Cost & Savings
<i>Chaver</i> (friend)	full-page	\$3,000 (savings of \$775)
<i>Nediv</i> (benefactor)	1/2-page	\$2,500 (savings of \$525)
<i>Tomech</i> (supporter)	1/4-page	\$1,800 (savings of \$475)

All rates are for camera-ready advertisements. Ad design services are available for \$50.

Sole-Proprietor Discount: If you are the sole proprietor of a small local business with no more than 5 employees and an annual income of \$500K or below, you will receive a 25% discount off your advertising rate.

Non-Profit Discount: If your advertisement is from a non-profit organization with a valid 501c3 exemption, you will receive a 35% discount off your advertising rate.

Friends of the *Jewish News*: Want to support the magazine but aren't ready to advertise? For \$108, we will list your name or the name of your business as part of our colophon for six editions.