

# Hamilton Jewish News

The Voice of Jewish Hamilton

1605 Main St.W. Hamilton, ON L8S 1E6

## The best way to reach an established and discerning demographic

The Hamilton Jewish News is the only locally published newspaper serving Greater Hamilton's Jewish community. It delivers the Jewish perspective on contemporary issues with a vibrancy that reflects the lives and Jewish involvement of its more than 1,800 subscribers and approximately 5,000 readers out in the community. The Hamilton Jewish News keeps Hamilton Jewry in touch through a variety of features, opinions, debates and news stories. It encourages members of the community to help us record and celebrate our personal and collective Jewish memories. It also includes our opinion pieces, life cycle and other items of interest throughout the paper.

The Hamilton Jewish News is without question the most effective and essential venue for print advertising. Our readership is extremely loyal and attentive to the full content of the paper—including the ads. If you want to reach this audience, the Hamilton Jewish News is the number one way to do so, and our investment in the paper always pays off.

Please take note of the 2018/19 publication dates, ad sizes and current advertising rates. For more information call 905-628-0058 or email [wschneider@jewishhamilton.org](mailto:wschneider@jewishhamilton.org).

## **2019/20 HJN Publication Dates**

### **ROSH HASHANA ISSUE**

Deadline for booking ad space - July 29, 2019  
Deadline for receiving editorial copy - Aug. 5, 2019  
Deadline for receiving ad copy - Aug. 27, 2019  
**Estimated date of arrival - Sept. 13, 2019**

### **FEBRUARY ISSUE (SPECIAL EDITION)**

Deadline for booking ad space - January 15, 2020  
Deadline for receiving editorial copy - January 23, 2020  
Deadline for receiving ad copy - February 4, 2020  
**Estimated date of arrival - February 26, 2020**

### **OCTOBER ISSUE (CAMPAIGN EDITION)**

Deadline for booking ad space - September 13, 2019  
Deadline for receiving editorial copy - Sept. 27, 2019  
Deadline for receiving ad copy - October 10, 2019  
**Estimated date of arrival - October 29, 2019**

### **PASSOVER ISSUE**

Deadline for booking ad space - Feb. 11, 2020  
Deadline for receiving editorial copy - Feb. 21, 2020  
Deadline for receiving ad copy - March 12, 2020  
**Estimated date of arrival - March 24, 2020**

### **CHANUKAH ISSUE**

Deadline for booking ad space - Oct. 17, 2019  
Deadline for receiving editorial copy - Oct. 31, 2019  
Deadline for receiving ad copy - Nov. 21, 2019  
**Estimated date of arrival - Dec. 6, 2019**

### **LATE SPRING/SUMMER 2020**

Deadline for booking ad space - April 25, 2020  
Deadline for receiving editorial copy - May 15, 2020  
Deadline for receiving ad copy - June 6, 2020  
**Estimated date of arrival - June 23, 2020**

# HJN Print Advertising Rates

Size	Cost
Business Card	\$100
1/6 page	\$180
1/4 page	\$270
1/3 page	\$360
1/2 page	\$540
Full page	\$880
Inside Back Cover	\$980
Back cover (colour included)	\$1080

Advertise in four issues a year and receive a 5 per cent discount on the total.  
Advertise in all six issues a year and receive a 10 per cent discount on the total.

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## Online Advertising

**Advertise in both print and online editions and SAVE!**

### Lead banner (728 pixels wide by 111 pixels high)

Lead Banner placement on home page, including lead sidebar (200 pixels wide by 173 pixels high) on inside pages

#### Cost:

\$1,500/year, \$800/three months (if web only)

\$1,000/year, \$500/three months (if already print subscriber)

Maximum Lead Banners: 3

### Sidebar Ads (200 pixels wide by 173 pixels high)

Sidebar ads appear on all inside pages

#### Cost:

\$800/year, \$500/three months (if web only)

\$500/year, \$300/three months (if already print subscriber)

Maximum sidebar ads: 5

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## Additional Information

### Payments

New advertisers are required to prepay for their first two ads. All subsequent ads are billed net 30. Prepay for an annual contract to receive a 6 % discount.

### Camera-Ready Art

Camera-ready art is defined as high-resolution digital files saved in PDF, TIFF or JPEG format.

### Typesetting and Artwork

Typesetting is available for \$40/hour. Copy/text must be emailed to the editor along with a high-resolution JPEG, TIFF or EPS of the art or logo to be used.

### Advertorials

Any ad that appears similar to editorial content will have the words PAID ADVERTISEMENT prominently displayed at the top and bottom of the ad.

### Approval

All advertising is subject to the approval of the publisher. We reserve the right to refuse or cancel any advertisement at any time.

### Contact Information

Wendy Schneider, Editor

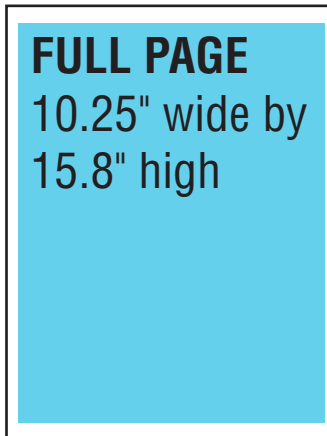
Phone: 905.628.0058

Email: [wshneider@jewishhamilton.org](mailto:wshneider@jewishhamilton.org)

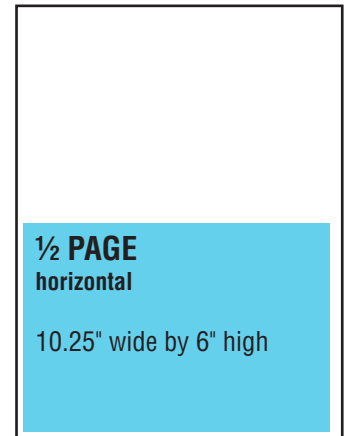
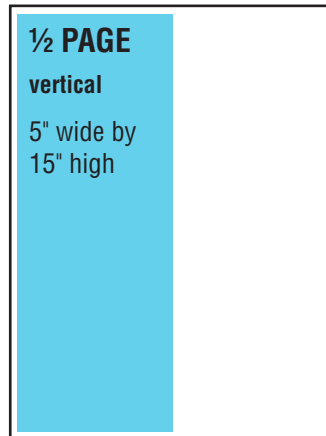
# HJN Modular Ad Sizes

THE HJN IS A 6 COLUMN TABLOID.  
Sizes shown are the image area. We do not offer bleed.

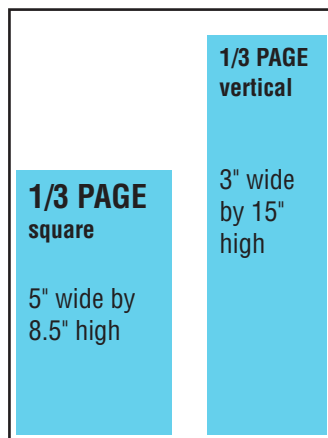
## FULL PAGE



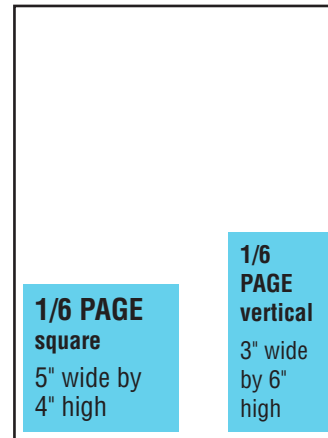
## 1/2 PAGE OPTIONS



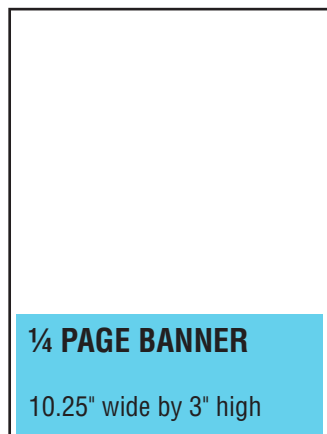
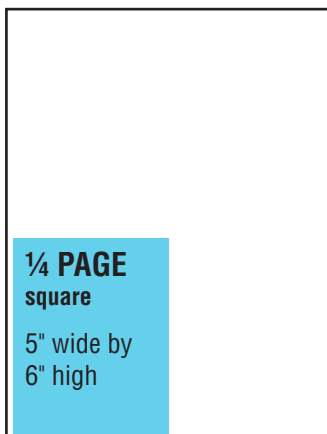
## 1/3 PAGE OPTIONS



## 1/6 PAGE OPTIONS



## 1/4 PAGE OPTIONS



## BUSINESS CARD

