

2023 MEDIA KIT



WHY ADVERTISE WITH US?

WE ARE THE GATEWAY TO GREATER HAMILTON'S JEWISH COMMUNITY

The HJN is mailed directly to almost 1200 Jewish households throughout Greater Hamilton.

WE DELIVER AN ACTIVE AND COMMITTED READERSHIP

Hamilton Jewish News readers support local businesses and professional and personal services.



WE DELIVER A TARGETED AUDIENCE

The Hamilton Jewish News has an affluent readership that actively supports our advertisers

THE BROAD REACH OF OUR WEBSITE AND SOCIAL MEDIA PRESENCE

Our social media posts drive readers from around the world to our website, which averages 1.8k readers every month.



OUR NEW PRINT AND ONLINE SERVICE DIRECTORY

- Display advertisers receive the added benefit of a listing on our online service directory with links to their websites
- Service Directory advertisers will be listed on our online counterpart with links to their websites
- HJN readers seeking to support local businesses will find you as easily as swiping a QR code



2023/24 PUBLICATION DATES AND ADVERTISING DEADLINES

Rosh Hashana Issue

Deadline for booking ad space - July 17, 2023 Deadline for receiving editorial copy - August 2, 2023 Deadline for receiving ad copy - August 18, 2023 Estimated date of arrival - Sept. 7, 2023

Chanukah Issue

Deadline for booking ad space - Oct. 3, 2023 Deadline for receiving editorial copy - Oct. 31, 2023 Deadline for receiving ad copy - Nov. 15, 2023 Estimated date of arrival - Nov. 29, 2023

Passover Issue

Deadline for booking ad space - March 5, 2024 Deadline for receiving editorial copy - March 12, 2024 Deadline for receiving ad copy - April 1, 2024 Estimated date of arrival - April 16, 2024

Summer Issue

Deadline for booking ad space - May 6, 2024 Deadline for receiving editorial copy - May 31, 2024 Deadline for receiving ad copy - June 18, 2024 Estimated date of arrival - July 2, 2024

To ensure the quality of your ad, please follow these guidelines:

- We only accept hi-res PDFs (press quality)
- All fonts must be embedded
- Images must be grayscale, 200 ppi or higher at 100%
- Ads must meet size specifications
- Crop marks are not needed

We cannot accept:

- · Publisher, Word or Powerpoint files
- Images/files from the web
- RGB images or files
- Ads with 4C black type
- Ads with spot color



DISPLAY ADVERTISING RATES PER INSERTION

Size	1x	2x	3x	4x
Service Directory text only	\$60	\$50	\$40	\$30
1/6 page *	\$200	\$190	\$180	\$170
1/4 page *	\$300	\$290	\$280	\$270
1/3 page *	\$400	\$390	\$380	\$370
1/2 page *	\$570	\$560	\$550	\$540
Full page	\$1000	\$990	\$980	\$970
Full page full colour	\$1300	\$1250	\$1220	\$1200
Back Cover (full colour included)	\$1500	\$1400	\$1300	\$1250
Back cover (full colour included)	\$1500	\$1400	\$1300	\$1250

^{*} If you wish your ad to appear in colour, a surcharge of 15 per cent will be applied

Ad Specifications

To ensure the quality of your ad, please follow these guidelines:

FULL PAGE10.375" wide by 14.8" high
ONE QUARTER PAGE
5.0625" wide by 6" high

HALF PAGE

10.375" wide by 6" high

ONE QUARTER PAGE BANNER
10.375" wide by 3" high

ONE THIRD PAGEONE-SIXTH PAGE5.0625" wide by 8" high5.0625" wide by 4" high

For more information contact:

Wendy Schneider, Editor Phone: 905.628.0058

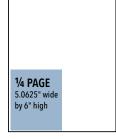
Email:wschneider@jewishhamilton.org

DISPLAY AD SIZES

FULL PAGE 10.375" wide by 14.8" high









1/6 PAGE 5.0625" wide by 4" high