



## 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 AD SIZES

### 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 PAGE

10.375" 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 PAGE

5.0625" wide by 8" high

#### ONE-SIXTH PAGE

5.0625" wide by 4" high

### For more information contact:

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**ONE  
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**1/4 PAGE**  
5.0625" wide  
by 6" high

**1/4 PAGE BANNER**  
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**1/6 PAGE**  
5.0625" wide  
by 4" high