

# Hamilton Jewish News

The Voice of Jewish Hamilton

105 Main St. E. Suite 506, Hamilton, ON L8N 1G6

## 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.

Please take note of the 2017/18 publication dates, ad sizes and current advertising rates. For more information call 905-628-0058 or email [wschneider@jewishhamilton.org](mailto:wschneider@jewishhamilton.org).

### HAMILTON JEWISH NEWS PUBLICATION DATES 2017-18

#### ROSH HASHANA ISSUE

**Deadlines for:**

booking ad space	July 17, 2017
receiving editorial copy	Aug. 3, 2017
receiving ad copy	Aug. 17, 2017

**Estimated date of arrival Sept. 6 2017**

#### PASSOVER ISSUE

**Deadlines for:**

booking ad space	Jan. 31, 2018
receiving editorial copy	Feb. 14, 2018
receiving ad copy	Feb. 26, 2018

**Estimated date of arrival March 14, 2018**

#### CHANUKAH ISSUE

**Deadlines for:**

booking ad space	Oct. 17, 2017
receiving editorial copy	Oct. 31, 2017
receiving ad copy	Nov. 13, 2017

**Estimated date of arrival Nov. 28, 2017**

#### SPRING/SUMMER ISSUE

**Deadlines for:**

booking ad space	May 3, 2018
receiving editorial copy	May 24, 2018
receiving ad copy	June 7, 2018

**Estimated date of arrival June 27, 2018**

# Hamilton Jewish News

The Voice of Jewish Hamilton

105 Main St. E. Suite 506, Hamilton, ON L8N 1G6

## Hamilton Jewish News Ad Dimensions and Rates Print Edition

Size	Cost	Dimensions
Business Card	\$ 86.00	4" wide x 2"
1/8 page	\$125.00	4" wide x 3.125"
1/6 page	\$160.00	5" wide x 3.5" or 4" wide x 5.7"
1/4 page	\$245.00	5" wide x 7"
1/3 page	\$355.00	5" wide x 10.35"
1/2 page	\$480.00	10.25" wide x 5.3"
Full page	\$800.00	10.25" wide x 15.125 "

## Online Advertising Rates (New!)

### 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: 2**

**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**

Contact [wschneider@jewishhamilton.org](mailto:wschneider@jewishhamilton.org) for more information

# Hamilton Jewish News

The Voice of Jewish Hamilton

105 Main St. E. Suite 506, Hamilton, ON L8N 1G6

## Additional information:

### Colour and Guaranteed Placement

Spot colour (purple only) is available on certain pages for an additional 15 per cent of the ad rate. Guaranteed replacement is available, when possible for 15 per cent of the ad rate.

### 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: [wschneider@jewishhamilton.org](mailto:wschneider@jewishhamilton.org)