

Jacksonville JEWISH NEWS

Grow your business: If you want to reach a demographic with a higher than average household income and education, the Jewish News is your connection.



- The Jacksonville Jewish News reaches a readership of more than 12,000. Advertisers can reach targeted markets in the San Jose/Mandarin area, Beaches and Southside, with growing markets in St. Augustine/St. Johns County. Many readers are located in the St. Johns Town Center area between North St. Johns County and the Southside.

- Whereas other publications are experiencing decreases in circulation, the Jewish News, which is distributed to all Jewish households, is growing as more Jewish families are moving to the area. An average of 200 Jewish families have moved to Jacksonville each year during the past five years.

- In addition to direct mail circulation, the Jewish News is distributed at several stands in the San Jose/Mandarin area and included in newcomer, Shalom Jacksonville packets and new member packets at the Jewish Community Alliance.

- At the Beaches, the median Jewish household income is approximately \$100,000 and the median value of Jewish homes is around \$343,200. In comparison the Census reports the area's median household income is the range of \$48,000 and \$73,000. In the San Jose area, the median Jewish household income is more than \$70,300 and the median value of Jewish homes is more than \$174,500. In comparison, the Census reports median income in that area to be in the \$40 - 48,000 range. It is also of note that about 57% of adults in the Jacksonville Jewish community have a four-year college degree or higher and 21% possess a graduate or advanced degree.



The Jacksonville Jewish News is a publication of the Jewish Federation of Jacksonville
8505 San Jose Blvd. • Jacksonville, FL 32217
904.448.5000 • Fax 904.448.5715
jjn@jewishjacksonville.org • www.jewishjacksonville.org
Facebook: JaxJewish • Twitter/Instagram: @jaxjewish



Natalie McElwee
Communications Director
Jacksonville Jewish News
904.448.5000, x 1208
Fax: 904.448.5715
nataliem@jewishjacksonville.org

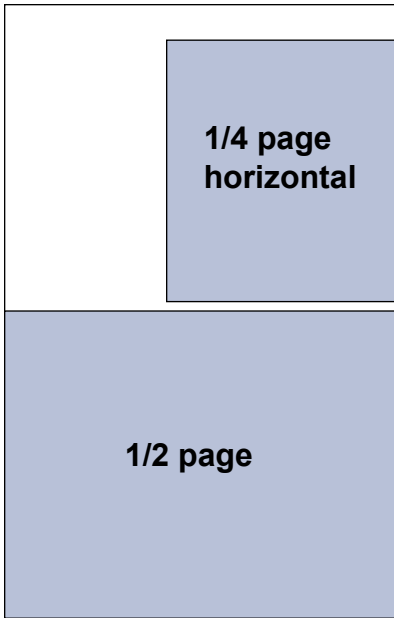
*Effective July 1, 2017



Advertising Rates

Number of insertions*

1 3 (10% off) 6 (15% off) 12 (20% off)



Full page color	\$864	\$777	\$734	\$691
Full page black/white	\$627	\$565	\$533	\$502

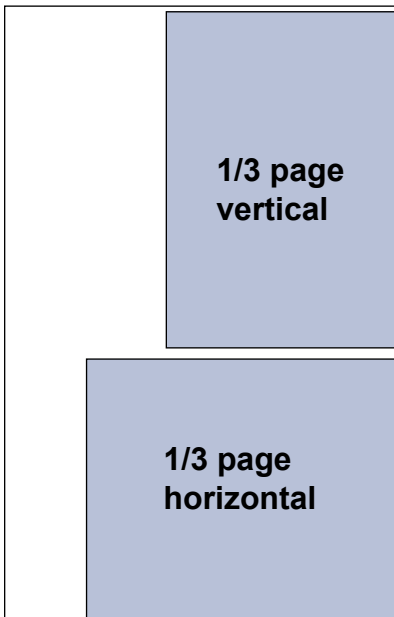
10.25" w x 16" h

Half page color	\$550	\$495	\$468	\$440
Half page black/white	\$334	\$301	\$284	\$268

10.25" w x 8" h

1/3 page color	\$440	\$396	\$374	\$352
1/3 page black/white	\$243	\$219	\$207	\$195

vertical: 6.0833" w x 9" h
horizontal: 8.1667" w x 6.75" h



1/4 page color	\$275	\$248	\$234	\$220
1/4 page black/white	\$167	\$151	\$142	\$134

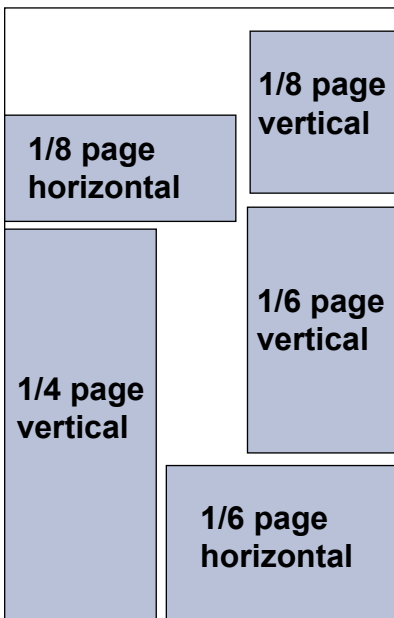
vertical: 4" w x 10.5" h
horizontal: 6.0833" w x 7" h

1/6 page color	\$231	\$208	\$197	\$185
1/6 page black/white	\$132	\$119	\$112	\$106

vertical: 4" w x 6.5" h
horizontal: 6.0833" w x 4.333" h

1/8 page color	\$194	\$174	\$165	\$155
1/8 page black/white	\$99	\$89	\$84	\$79

vertical: 4" w x 5" h
horizontal: 6.0833" w x 3.333" h



Mechanical Specifications

Five-column tabloid format printed on newsprint. Digital art required: .eps, .tiff, .pdf or jpg format. For detailed prepress guidelines, contact communications director Natalie McElwee at nataliem@jewishjacksonville.org.

Publication Dates and Deadlines

Publication dates are the first of each month, publishing 10 newspapers per year (Aug.-May). Deadline for advertising is the 15th of the month prior to publication. Changes must be submitted in writing by the advertising deadline. Send digital art to nataliem@jewishjacksonville.org.

Preprinted Inserts

Preprinted inserts may be placed at a cost of \$415 per insert. Printing and delivery of the insert is the responsibility of the advertiser. Inserts should be delivered directly to the printer c/o Jacksonville Jewish News, 54024 Cravey Road, Callahan, FL 32011. Notice is required in advance. Send electronic copy for approval to nataliem@jewishjacksonville.org.

Business Card Directory

3+column inches at \$390 per year, \$50 per insertion.

**Per insertion rate shown - Discounted rates available on consecutive insertions only. Rates are subject to change without prior notice. Design services are not available at this time.*