

JEWISH FEDERATION NEWS

A PUBLICATION OF THE JEWISH FEDERATION OF GREATER INDIANAPOLIS.

Advertising Rate Sheet – 2024

WHO WE ARE

Introduce your message to well-educated homeowners and professionals with high discretionary income and buying power.

The *Jewish Federation News* magazine is a full color bimonthly publication delivered to 5,000 households in the Greater Indianapolis area. It is also made available to the more than 24,000 people that annually visit the Max & Maw Simon Jewish Community Campus.

The *Jewish Federation News* magazine is a contemporary and accessible source of information, news, events, vital services, and public announcements for the Federation, its agencies, synagogues, local Jewish organizations, and national and international partners.

It is THE place for information about upcoming community events. Your business or organization will benefit greatly from placing an ad in the *Jewish Federation News* magazine.

In addition to the printed magazine, the *Jewish Federation News* magazine is also published online. Each issue is available on our social media handles and is on the website jewishindianapolis.org for several years, lengthening your exposure to the community and potential customers.

AD SPECIFICATIONS

- Please submit ads as **high-resolution 300 DPI, CMYK files** in JPG, EPS or PDF format. Unique fonts must be outlined and images must be embedded.
- BLACK text/art is (100% K) or Grayscale — **not RGB**.

- **COLOR images are CMYK — not RGB.**
- Ad layouts done in Canva, MS Word/Works, Publisher, are **NOT compatible**.
- Screen images captured from web pages are **NOT suitable**.
- All ads **MUST** adhere to the purchased size. If they extend beyond the purchased size, they will be sized to fit.
- We do not guarantee position of ad in publication, except for long-term commitments. Placement is at the *Federation News*' sole discretion.

NON-PROFIT DISCOUNT

If you are representing a non-profit organization with a 501(c)3 certification, a non-profit discount may be provided upon request.

SERVICES AND COSTS

Submission of professional camera-ready artwork is preferred. However, the *Federation News* will design and type set simple ads at no charge: however, any ad design requiring more than 30 minutes design time will be billed at \$50/hour. Please provide required fonts, high resolution logos and style preferences choices, otherwise, the *Federation News* has sole discretion for all font and layout decisions.

PAYMENT POLICY

Credit card information is required of all first-time advertisers. Payment is due 30 days from date of billing. A 1.5% per month (18% per annum) finance charge will be assessed on all past due accounts. Any error which does not materially affect the value of the advertisement is not subject to billing adjustment.

CONTACT INFORMATION

Andrea Kruszynski

Director of Communications and Editor
(317) 417-2609 or akruszynski@jfgi.org

Ryan Short

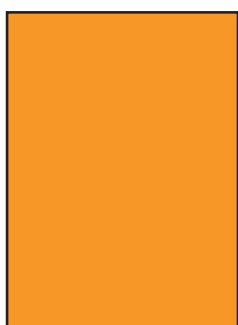
Creative Digital Designer
(317) 600-4995 or rshort@jfgi.org

Jewish Federation of Greater Indianapolis | 6705 Hoover Road, Indianapolis, IN 46260
(317) 726-5450 | www.jewishindianapolis.org

The Jewish Federation News magazine is a full color 8" wide X 11" publication.
Ads in special sections will be charged at the rate + 20%.

FULL PAGE

8" x 11" (.125" bleed)



1x: \$1100
3x: \$1000
6x: \$900

BACK COVER

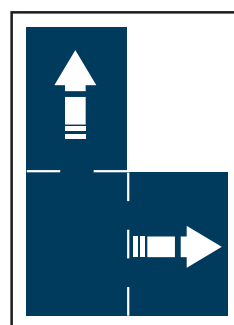
5.75" x 8" (.125" bleed)



1x: \$900
3x: \$830
6x: \$750

1 / 2 PAGE

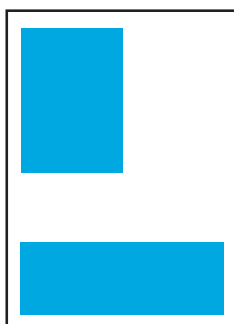
3.625" x 9.625" or
7.25" x 4.875"



1x: \$600
3x: \$500
6x: \$400

1 / 4 PAGE

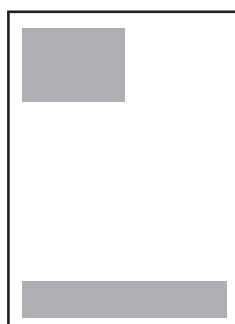
3.625" x 4.875" or
7.25" x 2.375"



1x: \$350
3x: \$300
6x: \$250

1 / 8 PAGE

3.625" x 2.4375" or
7.25" x 1.25"



1x: \$175
3x: \$175
6x: \$175

EDITORIAL CALENDAR & DEADLINES

ISSUE	RESERVATION DEADLINE	SUBMISSION DEADLINE	PRINTING DATE
Jan./Feb. 2024	Nov. 3	Nov. 22	Dec. 15
March/April 2024	Jan. 5	Jan. 15	Feb. 15
May/June 2024	March 4	March 15	April 15
July/Aug. 2024	May 6	May 16	June 14
Sept./Oct. 2024	July 3	July 12	Aug. 15
Nov./Dec. 2024	Sept. 3	Sept. 12	Oct. 16