

A publication of the Jewish Federation of the Berkshires

**2020 Advertising Rates & Contract**

**CONTACT INFORMATION (please print)**

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Payment:**

* Check Enclosed (payable to Jewish Federation of the Berkshires)
* Please bill me

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| --- | --- | --- | --- | --- | --- |
| **CHOOSE SIZE** | **DIMENSIONS (w x h)** | **1 ISSUE** | **3 ISSUES** | **10 ISSUES** | **NON-PROFIT** |
| * Full Page | 10 ¼” X 15 ¼” | $740 | $699 | $674 | $629 |
| * Half Page | 5” X 15 ¼” (vertical)  10 ¼” X 7 ½” (horizontal) | $370 | $350 | $337 | $315 |
| * 1/4 Page | 5” X 7 ½” (vertical)  10 ¼” X 3 ½” (horizontal) | $186 | $176 | $170 | $158 |
| * 1/8 Page | 1 7/8 ” X 10 ¼ ” (vertical)  5” X 3 ¾” (horizontal) | $94 | $89 | $86 | $80 |
| * Business Card | Standard business card | $40 | $38 | $36 | $35 |
| * Create your   own size  \_\_\_ Col X \_\_\_ | 1 column = 1 7/8”  2 columns = 4”  3 columns = 6”  4 columns = 8”  5 columns = 10 ¼” | $9.95 col/inch | $9.55 col/inch | $9.25 col/inch | $9.15 col/inch |

**ADDITIONAL OPTIONS:**

Prices above are per issue. Full color available for an additional $285 per ad/per issue

Free Standing Insert (8 ½ X 11” standard): 1 page- $180, 2 pages-$315, each additional page- $130

**RETURN SIGNED CONTRACT TO**:

[](http://www.google.com/url?sa=i&source=images&cd=&cad=rja&docid=FFMoSnMCTwMBGM&tbnid=qF2wpg0lSxhfxM:&ved=0CAgQjRwwAA&url=http://www.guidestar.org/organizations/04-2131409/jewish-federation-berkshires-pittsfield-jewish.aspx&ei=12uYUqfoJMWpkAeL3ICQDg&psig=AFQjCNFBHqEKuYYwzVpcd8bU_Nq6ffbjdw&ust=1385807191659771)

Jenny Greenfeld, Advertising Representative

Berkshire Jewish Voice

196 South Street, Pittsfield, MA 01201

413-442-4360, ext. 13

Fax to: 413-443-6070

Email to: [jgreenfeld@jewishberkshires.org](mailto:jgreenfeld@jewishberkshires.org)

The advertiser is responsible for ensuring that files are prepared correctly. We are not responsible if it does not run properly. The Berkshire Jewish Voice reserves the right to refuse any advertising and shall not be liable for damage if for any reason it fails to publish an advertisement.

Advertising rates and contract attached

Preferred format is Adobe Acrobat PDF

**Please send digital files via email to layout to**

**Rose Tannenbaum at rose@tgo.com**

**For questions or to reserve advertising space:**

Jenny Greenfeld, Advertising Representative

(413) 442-4360, ext 13, [jgreenfeld@jewishberkshires.org](mailto:jgreenfeld@jewishberkshires.org)

[](http://www.google.com/url?sa=i&source=images&cd=&cad=rja&docid=FFMoSnMCTwMBGM&tbnid=qF2wpg0lSxhfxM:&ved=0CAgQjRwwAA&url=http://www.guidestar.org/organizations/04-2131409/jewish-federation-berkshires-pittsfield-jewish.aspx&ei=12uYUqfoJMWpkAeL3ICQDg&psig=AFQjCNFBHqEKuYYwzVpcd8bU_Nq6ffbjdw&ust=1385807191659771)

\*2008 Berkshire Community Study, Brandeis University, Steinhardt Social Research Institute

**Who We Are**

The Berkshire Jewish Voice is a free, non-profit newspaper published by the Jewish Federation of the Berkshires. It is the main information resource for the Berkshire Jewish Community with over 5000 readers\*. 72% of copies are mailed directly to readers’ homes with the remainder distributed at hi-traffic locations throughout the region.

Over 47% of readers are donors to the Jewish Federation’s annual community campaign which raises funds to care for those in need and nurtures and sustains Jewish life in the Berkshires, in Israel and around the world.

**Demographics**\*

The Berkshire Jewish community is an affluent, highly educated, culturally minded and philanthropic audience representing a mix of full time residents and second homeowners in the Berkshires.

* Median age is 59
* 82.5% married
* 58% have a masters, doctoral or professional degree
* Median Household Income: $100,000

**BERKSHIRE JEWISH VOICE 2020 PUBLICATION SCHEDULE**

Volume #28

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| --- | --- | --- | --- |
| **Issue No.** | **Run Dates** | **Special Themes** | **Ad Deadline** |
| 1 | January 1 – February 16 | Schools/Education | Dec. 11, 2019 |
| 2 | February 17 – March 22 | Home Improvement | January 29 |
| 3 | March 23 – May 3 | Passover | March 4 |
| 4 | May 4 – June 14 | Real estate/Home | April 14 |
| 5 | June 15 – July 26 | Entertainment | May 28 |
| 6 | July 27 – September 6 | Food/Drink | July 8 |
| 7 | September 7 – October 11 | Rosh Hashanah | August 19 |
| 8 | October 12 – November 22 | To your Health | September 23 |
| 9 | November 23 – December 31 | Chanukah | November 4 |

**2020 Advertising Media Kit**



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