

Berkshire JEWISH VOICE

A publication of the Jewish Federation of the Berkshires

2021 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

CHOOSE SIZE	DIMENSIONS (w x h)	1 ISSUE	3 ISSUES	10 ISSUES	NON-PROFIT
<input type="checkbox"/> Full Page	10 ¼" X 15 ¼"	\$740	\$699	\$674	\$629
<input type="checkbox"/> Half Page	5" X 15 ¼" (vertical) 10 ¼" X 7 ½" (horizontal)	\$370	\$350	\$337	\$315
<input type="checkbox"/> 1/4 Page	5" X 7 ½" (vertical) 10 ¼" X 3 ½" (horizontal)	\$186	\$176	\$170	\$158
<input type="checkbox"/> 1/8 Page	1 7/8" X 10 ¼" (vertical) 5" X 3 ¾" (horizontal)	\$94	\$89	\$86	\$80
<input type="checkbox"/> Business Card	Standard business card	\$40	\$38	\$36	\$35
<input type="checkbox"/> 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:

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



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.

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2021 Advertising Media Kit

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 2021 PUBLICATION SCHEDULE

Volume #29

Issue No.	Run Dates	Special Themes	Ad Deadline
1	January 1 – February 7	<i>Schools/Education</i>	Dec. 9, 2020
2	February 8– March 14	<i>Home Improvement</i>	January 20
3	March 15 – May 2	<i>Passover</i>	February 24
4	May 3 – June 13	<i>Real estate/Home</i>	April 14
5	June 14 – July 18	<i>Entertainment</i>	May 26
6	July 19 – August 22	<i>Food/Drink</i>	June 29
7	August 23 – October 10	<i>Rosh Hashanah</i>	August 4
8	October 11 – November 14	<i>To your Health</i>	September 14
9	November 15 – December 31	<i>Chanukah</i>	October 27

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

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

