

## 2024 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"	\$780	\$735	\$710	\$660
<input type="checkbox"/> Half Page	5" X 15 ¼" (vertical) 10 ¼" X 7 ½" (horizontal)	\$390	\$368	\$355	\$330
<input type="checkbox"/> 1/4 Page	5" X 7 ½" (vertical) 10 ¼" X 3 ½" (horizontal)	\$195	\$184	\$178	\$165
<input type="checkbox"/> 1/8 Page	1 7/8" X 10 ¼" (vertical) 5" X 3 ¾" (horizontal)	\$98	\$93	\$90	\$84
<input type="checkbox"/> Business Card	Standard business card 3.25" wide x 2" high	\$42	\$40	\$38	\$36
<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"	\$10.45 col/inch	\$10.05 col/inch	\$9.75 col/inch	\$9.65 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- \$190, 2 pages-\$330, each additional page- \$135

### 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](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.

# Berkshire JEWISH VOICE

A publication of the Jewish Federation of the Berkshires

## 2024 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 2024 PUBLICATION SCHEDULE

Volume #32

Issue No.	Run Dates	Special Themes	Ad Deadline
1	January 1 – February 16	<i>Schools/Education</i>	December 11
2	February 17– March 31	<i>Home Improvement</i>	January 31
3	April 1 – May 3	<i>Passover</i>	March 13
4	May 4 – June 14	<i>Entertainment</i>	April 17
5	June 15 – July 26	<i>Real Estate/Home</i>	May 29
6	July 27 – September 20	<i>Food/Drink</i>	July 10
7	September 21 – November 1	<i>Rosh Hashanah</i>	September 4
8	November 2 – December 6	<i>To your Health</i>	October 15
9	December 7 – January 18, 2025	<i>Chanukah</i>	November 18

Advertising rates and contract attached

Preferred format is Adobe Acrobat PDF

Please send digital files via email to

Jenny Greenfeld at [jgreenfeld@jewishberkshires.org](mailto:jgreenfeld@jewishberkshires.org)

For questions or to reserve advertising space:

Jenny Greenfeld, Advertising Representative

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



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