

CONNECTIONS 2020

A Guide to Jewish Living in Greater Naples

Published by the  Jewish Federation
OF GREATER NAPLES

Reach 8,000+ local Jewish readers!

This annual guide covers all areas and topics of interest to our Jewish community including:

- ▶ Community Resources
- ▶ Community Events
- ▶ Cultural Events (film festivals, book festival, lectures, music, theater, etc.)
- ▶ Education (children & adults)
- ▶ Naples Senior Center at JFCS
- ▶ Senior Services
- ▶ Community History
- ▶ Community Calendar
- ▶ Synagogues
- ▶ Organizations
- ▶ Special Interest Groups
- ▶ Israel Connection
- ▶ Focus on Youth
- ▶ Summer Camps
- ▶ Federation Scholarships
- ▶ Lifecycle/Celebration Resources
- ▶ Calendar of Jewish Holidays
- ▶ Candle lighting times for Naples
- ▶ Directory of Advertisers and much more

Introduce your business to a powerful demographic! Showcase your business in Connections!

Targeted Distribution

Connections – an 80-page, full-color, glossy magazine-style publication – will be mailed to 3,000 Jewish households in the Greater Naples area. An additional 2,000 copies will be available at over 50 locations including: the Naples Chamber of Commerce Visitors Center, the Jewish Federation offices, synagogues, and select hotels and retail outlets. It will also be included in packages mailed to newcomers and people who are considering a move to the area. Readers of this annual guide are well-educated, health-conscious, and maintain high levels of discretionary income, which translates into **BUYING POWER** for your products or services.

Connections Package: The magazine will be mailed in a 9x12 envelope (“Connections Package”) along with the Federation’s Community Directory and other useful information for recipients.

Jewish Information for Locals and Out-of-towners

Connections covers everything a local Jewish resident or an out-of-towner visiting, or considering a move to the area will need to know when it comes to all-things-Jewish in Greater Naples.

Cost-Effective Advertising

Connections targets and attracts the readers you want to reach. We offer six different ad sizes to meet everyone’s budget. And since it’s an annual publication, your ad will be seen throughout the year. It will also be available on the Connections page at www.JewishNaples.org.



**Reserve your spot today.
Premium positions are going fast!
For more information about the
content and distribution of
Connections call (941) 284-0520.**

Important Dates

Connections will be distributed and available in December 2019. The deadline for ad reservations is October 31, and final ad copy is due by November 7. See the Advertising Agreement for ad rates, ad sizes and production guidelines.

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2020

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OF GREATER NAPLES

Advertising Sales Contact:

Joy J. Walker, Director of Sales

Cell: (941) 284-0520

Email: walkerjoy62@yahoo.com

2500 Vanderbilt Beach Road, #2201
Naples, FL 34109

ADVERTISING AGREEMENT

Ad Rates: All ads are in FULL COLOR

Size:		Design*	
Full page	\$1,400	\$100	* For design work, please ask your account rep for details. All design work is billed at the same time as your ad space.
2/3 page	\$1,100	75	
1/2 page	\$ 875	75	
1/3 page	\$ 600	50	
1/4 page	\$ 450	50	
1/8 page	\$ 295	40	

Covers and preferred placement:

Front cover (inside)	\$2,000
Page 1	\$2,200
Pages 2-5	\$1,800
Pages 6-9	\$1,600
Back cover (inside)	\$1,700
Back cover	\$2,200
Center spread	\$2,500

Deadlines:

Ad reservation: October 31

Final ad copy: November 7

Contract Specifics:

	Ad Size
	Cover location or preferred placement, if applicable
\$	Cost
\$	+ design work (if needed)
\$	Total due
Comments	
Cash	Check
Visa	MasterCard Amex
Card #	
Exp. Date	CVV#

Ad Sizes: All ads are in FULL COLOR

Full Page 7.5 x 10 w/bleed: 8.5 x 11 \$1,400	2/3 page 5 x 9.5 \$1,100	1/2 page 7.5 x 5 \$875	1/3 page 5 x 4.75 \$600
1/4 page 3.67 x 4.5 \$450	1/8 page 3.67 x 2.25 \$295	Back Cover 7.5 x 10 w/bleed: 8.5 x 11 \$2,200	For full-page ads w/bleed: Image area = 7.75 x 10.25

Name
Title
Organization
Address
City/ST/Zip
Phone
Fax
Email
Signature
Date

PAYMENTS

New advertisers are required to prepay for their first ad. All subsequent ads are billed on a per ad basis.

TYPES OF ACCEPTED FILES

We accept high-resolution digital files saved in PDF, TIFF or JPEG format. We DO NOT accept Microsoft Publisher, PowerPoint, Excel or Word files.

PROOFS / ERRORS

Advertisers are responsible for proofing their ads prior to submission. Ad proofs are provided to advertisers who use our recommended designer. Advertisers assume responsibility for

accuracy. There is no compensation for ads containing errors, which have been proofed and approved or provided by the advertiser.

CONTENT APPROVAL

All advertising is subject to the approval of the publisher. We reserve the right to refuse or cancel any advertisement at any time.

ADVERTORIALS & POLITICAL ADS

Any ad that appears similar to editorial content OR endorses a political party, will have the words "PAID ADVERTISEMENT" prominently displayed at the top of the ad.