

FEDERATION STAR

Published by Jewish Federation of Greater Naples

SERVING NAPLES, MARCO ISLAND AND THE SURROUNDING COMMUNITIES

Reach 5,000+ local Jewish residents!

Each month, over 5,000 Jewish residents in the Greater Naples area turn to the *Federation Star* for:

- ▶ Upcoming major events
- ▶ Community Directory
- ▶ Jewish Interest articles
- ▶ Israel updates
- ▶ Community Calendar
- ▶ Business Directory
- ▶ Synagogue news
- ▶ Local Organization news
- ▶ Jewish Federation updates
- ▶ Tributes
- ▶ Holocaust Museum news
- ▶ Commentary pieces
- ▶ and much more



Grow your business with the Federation Star!

TARGETED DISTRIBUTION

Reach our affluent, informed, health-conscious, and savvy readers who are looking for new and better ways to enrich their lives and those of their loved ones. The *Federation Star* is mailed to over 3,400 Jewish households in the Greater Naples area (including Marco Island, Bonita Springs and Estero). Additional copies are available at the Jewish Federation of Greater Naples office and local synagogues.

LIFE-ENRICHING INFORMATION

Each month readers of the *Federation Star* get news on all Jewish-related local events, including two Jewish Film Festivals, the Jewish Book Festival, timely lectures and social activities. They also get updates from the area's five synagogues

and numerous local Jewish organizations. It's also the place they turn to for community news, the community calendar, a business directory and much more.

COST-EFFECTIVE ADVERTISING

The *Federation Star* targets and attracts the readers you want to reach. We offer several different ad sizes to meet everyone's budget, as well as discounts for running ads for 4 or more consecutive months. And since the *Federation Star* is a monthly publication (double issue in July/August), your ad works for you much longer than daily publications. Readers keep their issues, highlighting and sharing the ideas and news they find. Issues are also archived and available in a unique online format directly from the Jewish Federation's website at www.jewishnaples.org.



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Reader Profile



Results of the Federation Star Reader Survey:

Percentage of each issue read:

76-100%	56%
51-75%	33%
25-50%	11%

Number of people in the household who read the Federation Star:

2	55%
1	45%

Age of survey responder:

65+	85%
55-64	10%
under 55	5%

Naples-area resident:

full-time	72%
part-time	28%
Part-time residents spend an average of 6 months in the Naples area – typically November - April	

84% of survey responders annually attend at least one event they've learned or read about in the Federation Star.

Hobbies/interests of readers:

89%	Film
87%	Theater
87%	Restaurants
84%	Reading
78%	Concerts
71%	Museums/galleries
60%	Adult education
56%	Travel
53%	Shopping
40%	Cooking
36%	Working out
16%	Tennis/Racquet Sports
14%	Golf
7%	Boating
7%	Fishing



FEDERATION STAR

ADVERTISING AGREEMENT

Advertising Sales Contact: Joy J. Walker, Director of Sales
Cell: (941) 284-0520 • Email: walkerjoy62@yahoo.com
4720 Pine Ridge Road • Naples, FL 34119

Ad Rates per issue: *All rates include color printing.*

Size: **1-3 months** **4-7 months** **8-11 months** **Design***

Full page	\$795	\$715	\$662	\$100
1/2 page	424	382	355	60
1/4 page	239	212	190	40
1/6 page	170	149	133	40
1/8 page	133	117	106	30
Center Spread: 1,325				100
Sky box:	530			40

* For design work, please ask your account rep for details.

Ad Sizes:

FULL: 10.25 x 15.25

1/2 H: 10.25 x 7.5

1/2 V: 5 x 15.25

1/4: 5 x 7.5

1/6: 5 x 4.9375

1/8: 5 x 3.625

Center Spread:

21.25 x 15.25

Sky Box:

10.25 x 2

Space Reservations:

2024

Nov: 10/9/24

Dec: 11/6/24

2025

Jan: 12/9/24

Feb: 1/10/25

March: 2/7/25

April: 3/7/25

May: 4/4/25

June: 5/9/25

July/Aug: 6/6/25

Sept: 8/8/25

Oct: 9/5/25

Nov: 10/10/25

Dec: 11/7/25

2026

Jan: 12/5/25

Ad Creative:

2024

Nov: 10/11/24

Dec: 11/8/24

2025

Jan: 12/10/24

Feb: 1/12/25

March: 2/9/25

April: 3/11/25

May: 4/8/25

June: 5/13/25

July/Aug: 6/10/25

Sept: 8/12/25

Oct: 9/9/25

Nov: 10/14/25

Dec: 11/11/25

2026

Jan: 12/9/25

Contract Specifics:

☐ 1-3 Months ☐ 4-7 Months ☐ 8-11 Months

From through

or specific months:

Ad Size

\$ Ad price per month

\$ Other

\$ Total per month

\$ # of issues x total per month

\$ + one-time design fee (if any)

\$ Total contract price

Comments

☐ Cash ☐ Check ☐ Visa ☐ MasterCard ☐ Amex

Card #

Exp. Date CVV#

I authorize the Jewish Federation of Greater Naples to charge my credit card monthly in advance of my advertisement.

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.

Advertisers who prepay for 4 months or more receive a 5% discount.

TYPES OF ACCEPTED FILES

We accept high-resolution digital files saved in High Quality Print PDF format.

We DO NOT accept JPG, 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

Any ad that appears similar to editorial content will have the words "PAID ADVERTISEMENT" prominently displayed at the top of the ad.