



**Greetings and Shalom,**

Since 1926, the *Community Review* newspaper has been a vital link connecting the Harrisburg Jewish community. Currently reaching more than 1800 households and more than 7500 readers in our community, the *Community Review* is more than a publication; it is a mirror of our community; a hyper-localized channel for our readers to see themselves.

As the only newspaper serving Central PA's Jewish community, we are committed to recording and celebrating our personal and collective Jewish memories and informing our readers of news, events, and stories of their neighbors' lives. Now, this commitment is important more than ever. Our goal is to keep our community *B'Yachad*- whole and together.

We are excited to share the successful launch of our newspaper's online version: <https://communityreviewhbg.org> The website complements the printed newspaper, and with it we have the ability to expand our coverage. With growing number of visitors to the website; it is another high-quality avenue for you to connect with our readers.

I look forward to reaching out to you in the coming weeks to discuss your advertising goals and the opportunity to bring more of your brand to our readers.

**Sincerely,**

*Ayelet Shancken*  
Director of Sales



## Profile

Published every two weeks, the printed *Community Review* covers the people, events, and activities of our community, and is a “go-to” for our loyal subscribers.

Our stable readership is comprised of an affluent community with high purchasing power; they are a broad demographic that includes professionals, executives and business owners, retirees, young families, and active youth. Many have subscribed for several decades - some have read the newspaper their entire lives.

Our majority of our readers reside in Harrisburg and surrounding areas. Our newspaper is mailed to over 150 zip code areas. Two thirds of our mailings reach households with a female shopper and more than 100 copies reach local businesses. We are connecting and re connecting with readers in York and Lancaster, and are able to stay together with our “snow birds” in Florida and college-age community members through our digital platform.

## **Advertising options**

### In Print

The *Community Review* offers a wide range of advertisements to choose from: color, size, and frequency. For an additional fee we can help you design your ad to further meet your needs.

### Online

An effective way to advertise your products and services. With online advertising, you will reach more customers in more places and allow your company to do business far outside our local area. Your ad will include a hyperlink to your website.

### Advertorials

Advertorials are advertisements that are similar to an article: a story about your business, product or services, told in an engaging voice. Think of your story as a way to converse with our readers, *your* customers.

## Insertion

The *Community Review* can insert circular or insertion ads on your behalf. We would be happy to meet with you to discuss more specific details such as layout options, size, and costs at your earliest convenience.

### “Why should I advertise with you?”

- Capitalize on brand recognition among a group of readers who place high priority on quality.
- Advertise in an established publication trusted by its readers.
- Choose from a variety of advertising options.
- Our publication promises the continuity of a community and the assurance of togetherness in time of social distancing.

## Publication Rates per issue

### Advertising

Size (W” x H”)	Open Rate		6 Issues		13 Issues		26 Issues	
	B&W	Color	B&W	Color	B&W	Color	B&W	Color
2.5 x 2.5”	NA	NA	\$30	\$35	\$27	\$30	\$22	\$27
4 x 2”	\$65	\$72	\$59	\$65	\$50	\$59	\$45	\$50
5 x 5”	\$126	\$146	\$115	\$130	\$99	\$115	\$83	\$95
7 x 5”	\$230	\$270	\$205	\$235	\$180	\$210	\$150	\$175
10.5 x 6”	\$390	\$450	\$375	\$435	\$330	\$385	\$270	\$315
10.5 x 11.75”	\$810	\$935	\$696	\$799	\$645	\$745	\$525	\$599



## Online Advertising

Size in Pixels, 96 ppi or higher	1 Month	3 months	<b>New Year Sale</b>
<b>Home and 1 side Banner combo</b>	\$350	\$775	15% off
<b>Lead Banner : 728 W x 110 H</b>	\$250	\$700	10% off
<b>Side Banner: 200 W x 173 H</b>	\$150	\$400	5% off

- Home banner placement on home page only and one side banner appears on all inside pages
- Lead Banner appears above all stories
- Side bar appears beside all stories

## Advertorial (print only)

Size (W" x H")	Open Rate	3 Issues	6 Issues
10.5 x 6"	\$520	\$510	\$495
10.5 x 11.75"	\$999	\$950	\$895

## Insertion (print only)

Size*	6 Issues	13 Issues	26 Issues
2 page color	\$975	\$875	\$780
4 Page Color	\$1050	\$945	\$840

\*Prices for folded circular placed loose behind back page of publication. Additional cost of \$150 for customized placement.



# Jewish Federation

OF GREATER HARRISBURG

## Design guide lines

- Your submitted art should be print ready, copy proofed, and a high res file (300 dpi Jpeg or PDF.)
- On line ad should be print ready, exact pixel size at 96 psi or higher
- Follow publication deadlines.
- Check size reference and suggested templates.

### Advertorials:

- Use 12 points Times New Roman.
- Suggested word count: half-page, 500-700, and full page 800-1,000.
- Add graphics: pictures and logo.

## Policies and Conditions

- One-time insertions require payment in advance. New contract ads must be prepaid in the amount of the first insertion.
- Payment is required regardless of success in acquiring customers.
- The *Community Review* reserves the right to not publish any materials that could be considered contrary to the best interest of the Jewish Community.
- The *Community Review* reserves the right to ask for credit references on new accounts.
- Rates and advertising polices are subject to change without notice, except by contract.
- All rates are net and based on print ready materials, and not including additional service charges (i.e. design, insertion, photography etc.)
- Advertising not paid within 30 days of the month following the date of billing will be assessed at 1.5% service charge per month.
- Political advertisements must be prepaid.
- Cancellation of reserved advertising space will not be accepted after the published closing date.
- When no acceptable material is furnished by ad copy deadline for space under contract, the publisher reserves the right to repeat a previous ad or to charge for the unused space.

*Please contact us at:*

Advertising: (717) 409-8222, or [a.shanken@jewishfedhbg.org](mailto:a.shanken@jewishfedhbg.org).

Editorial and subscription: (717) 236 9555 x 3133 or [a.grobman@jewishfedhbg.org](mailto:a.grobman@jewishfedhbg.org)



# Jewish Federation OF GREATER HARRISBURG

## community review

[www.jewishharrisburg.org](http://www.jewishharrisburg.org)

Newspaper of the Central Pennsylvania Jewish Community | 2021 Publication Schedule

Publication Date	Submissions Deadline	Ad Submissions Deadline	Theme
January 1, 2021	December 14, 2020	December 18, 2020	New Year
January 15	December 28	January 1	MLK Day
January 29	January 11	January 15	Anti-Semitism/Holocaust
February 12	January 25	January 29	Health/Purim Preview
February 26	February 8	February 12	Jewish Humor/Purim
March 12	February 22	February 26	One Year Since Shutdown
March 26	March 8	March 12	Passover
April 9	March 22	March 26	Yom Hashoah/Israel
April 23	April 5	April 9	Spirituality/Prayer
May 7	April 19	April 23	Jewish-Am Heritage Mo./ Shavuot
May 21	May 3	May 7	Summer
June 4	May 19 (Wednesday)	May 21	Jewish Values
June 18	May 31	June 4	Israel-Diaspora Relations
July 2	June 14	June 18	Judaism in America
July 16	June 28	July 2	Olympics/Games
July 30	July 12	July 16	Seniors
August 13	July 26	July 30	Education/Campaign
August 27	August 9	August 13	Rosh Hashanah/Flood
September 10	August 23	August 27	
September 24	September 6	September 10	Sukkot
October 8	September 22 (Wednesday)	September 24	Animals/Pets
October 22	October 4	October 8	
November 5	October 18	October 22	Jewish Book Month/ Veterans
November 19	November 1	November 5	Tzedakah/Chan Preview
December 3	November 15	November 19	Chanukah
December 17	November 29	December 3	Jewish Impact on Culture
December 31	December 13	December 17	