

L'CHAYIM

Published by the Jewish Federation
Lee and Charlotte Counties

L'CHAYIM is the main source of information for over 5,000+ residents in Lee and Charlotte Counties for:

- ▶ Jewish Federation Updates
- ▶ Jewish Family Services
- ▶ Community Calendar
- ▶ Business Directory
- ▶ Israel and World News
- ▶ Tributes
- ▶ Upcoming Major Events
- ▶ Community News
- ▶ Jewish Organization Directory
- ▶ Synagogue News
- ▶ Local Organization News
- ▶ Jewish Holiday Happenings
- ▶ and MUCH more!

For Advertising please Contact:

Ian Sanford, Advertising Executive
Email: ianjfed@yahoo.com
Phone: (845) 649-9903

9701 Commerce Center Court
Fort Myers, FL 33908

Office: 239.481.4449

jewishfederationLCC.org

Enhance your business with advertisements in L'CHAYIM!

Target-Market 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. **L'CHAYIM** is distributed to over 5,000+ residents in Lee and Charlotte Counties. Additional copies are available at the Jewish Federation of Lee and Charlotte Counties office, the JFLCC Jewish Family Services office, local synagogues, and many business establishments and doctors' offices throughout Lee and Charlotte Counties.

Cost-Effective Advertising

L'CHAYIM targets and attracts the readers you want to reach. We offer eight different ad sizes to meet every business's budget, as well as discounts for multiple ad insertions. And since **L'CHAYIM** is a monthly publication (January-December), readers refer back to their issues, highlight and share ideas, news, and ad information with friends. Issues are also archived and available online in a unique Flash Edition format (see separate page for more information on Flash Edition benefits).

Life-Enriching Information

Each month readers of **L'CHAYIM** receive news and updates on all Jewish related local events, including the Federation Jewish Film Festival, Jewish Book Fair, Israel Fest, lectures, social activities, the community calendar of events, and a business directory of services. They also receive updates from the area's synagogues and numerous Jewish organizations.



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Demographics

Based on a survey taken by L'CHAYIM readers in the Spring of 2011, this information gives you a view of who the average L'CHAYIM Reader is:

- ▶ Readers are 65% Female
- ▶ 91% are age 41 and above
- ▶ 41% are age 60-80
- ▶ 49% of readers read the paper themselves and 27% have multiple family members reading it.
- ▶ 98% of readers own a computer and have internet access.



L'CHAYIM READER PROFILE

Results of the L'CHAYIM Reader and Community Survey:



Percentage of people who read L'CHAYIM:

Each and every month: 98%

Have been receiving L'CHAYIM and reading it for:

Over 20 years: 50%

Less than 10 years: 40%

Read L'CHAYIM

Cover to cover: 97%

Prefer to get their local Jewish Community information from:

L'CHAYIM: 90%

Via Internet or email: 10%



100% of survey respondents indicated that they have attended at least one event they've learned or read about in L'CHAYIM

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ADVERTISING AGREEMENT

Advertiser _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Email _____
 Signature _____ Date _____

Ad Dates:

1-3 Months 4-8 Months 9-12 Months

From ____ / ____ through ____ / ____

or specific months: _____

Ad Size: _____

Ad Price: \$ _____

DISCOUNTS

Prepayment (-5%) \$ _____

Nonprofit (-15%) \$ _____

Total Discounts: \$ _____

Total ROP Charges: \$ _____

BUSINESS CARD

12 Ads for \$300.00 \$ _____

EXTRA CHARGES

Color: +30% \$ _____

Preferred Placement: +20% \$ _____

1-Time Ad Design Fee \$ _____

PRICE PER AD: \$ _____

TOTAL AMOUNT DUE: \$ _____

Paid Bill Credit Card **Exp:** ____ / ____

Card # _____

Ad Rates Per Issue: Add 30% for Color Ads

SIZE	1-3 Issues	4-8 Issues	9-12 Issues	Ad Design Fee
Full page:	\$500	\$450	\$425	\$100
Two-thirds page:	\$350	\$315	\$297	\$ 75
Half page:	\$275	\$247	\$234	\$ 60
Third page:	\$208	\$187	\$177	\$ 50
Quarter page:	\$156	\$140	\$133	\$ 40
Sixth page:	\$104	\$ 94	\$ 88	\$ 40
Eighth page:	\$ 78	\$ 70	\$ 66	\$ 30
Business Card:	12 Ads for \$300 (5% discount does not apply)			
Sky Box:	\$200			
Double-truck:	\$800			
BACK COVER:	\$750	\$675	\$637	

(COLOR ONLY)

Special Rates: Prepayment: 5% off Nonprofit: 15% off

Ad Sizes:

FULL:	10.25" x 18.5"
2/3:	10.25" x 12.5"
1/3 V:	5" x 12.5"
1/3 H:	10.25" x 6.25"
1/2 V:	5" x 18.5"
1/2 H:	10.25" x 9.25"
1/4:	5" x 9.25"
1/6:	5" x 6.25"
1/8:	5" x 4.5"
BUSINESS CARD	3.31" x 2"
SKY BOX:	10.25" x 2.5"
DOUBLE-TRUCK:	21.25" x 19.1875"

Ad Issue Deadlines: 2019

JANUARY	12/10/18
FEBRUARY	01/08/19
MARCH	02/08/19
APRIL	03/08/19
MAY	04/10/19
JUNE	05/08/19
JULY	06/11/19
AUGUST	07/10/19
SEPTEMBER	08/09/19
OCTOBER	09/10/19
NOVEMBER	10/08/19
DECEMBER	11/08/19
JANUARY, 2020	12/10/19

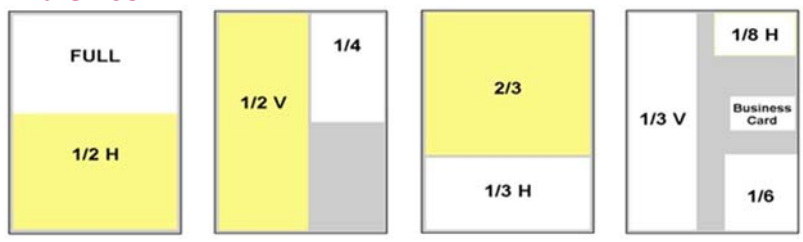
Production Guidelines: Color ads must be submitted in CMYK. No RGB

Format for Print-Ready Ads:

If you are providing print-ready copy, your ad must be submitted in one of the following formats:

1. All files must be 300 dpi. Acceptable formats are: TIFF, EPS, JPG, PSD or PDF file for PC. All fonts must be embedded and/or attached. Emailed files must be under 7MB.
2. Adobe Acrobat PDF file, distilled from PageMaker or InDesign as "press optimized" with all fonts embedded. Microsoft Word files are not accepted as print-ready ads. Publisher files are not accepted.
3. Native application files: PC PageMaker and InDesign files with "ALL files needed for remote printing." This should include the original one-page PageMaker/InDesign file, any linked graphics, and all fonts.

Ad Sizes:



Acceptable File Formats: Graphics/Photos:

- * Adobe Acrobat file (.pdf)
- * Photoshop file (.psd)
- * InDesign file (.indd)
- * minimum 300 dpi resolution
- * Acceptable formats: TIFF, EPS, JPG
- * 300 dpi minimum
- * no graphics from websites

Acceptable Programs:

- * Photoshop
- * PageMaker
- * InDesign
- * Quark

Business Card ads only:

May be submitted for scanning if they are professionally printed originals

Questions?

Call Ted Epstein at (239) 249-0699