



9701 Commerce Center Court \* Fort Myers, FL \* 33908

## ADVERTISING AGREEMENT

**To advertise, contact:**  
Jewish Federation

(239) 481-4449 x5  
loriramos@jfedlcc.org

JewishFederationLCC.org

Advertiser \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

### Ad Rates Per Issue:

SIZE	1-3 Issues	4-8 Issues	9-12 Issues	Ad Design Fee
Full page:	\$650	\$585	\$550	\$100
Two-thirds page:	\$450	\$410	\$385	\$ 75
Half page:	\$350	\$320	\$300	\$ 60
Third page:	\$270	\$240	\$225	\$ 50
Quarter page:	\$200	\$180	\$170	\$ 40
Sixth page:	\$135	\$120	\$110	\$ 40
Eighth page:	\$100	\$ 90	\$ 85	\$ 30
Business Card:	12 Ads for \$390 (5% discount does not apply)			
Sky Box:	\$260			
Double-truck:	\$1,040			
<b>BACK COVER:</b>	\$975	\$877	\$828	
<b>Special Rates:</b>	Prepayment: 5% off Nonprofit: 15% off			

### 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:** \$ \_\_\_\_\_

### BUSINESS CARD

☐ 12 Ads for \$390.00 \$ \_\_\_\_\_

### EXTRA CHARGES

☐ Preferred Placement: +20% \$ \_\_\_\_\_

☐ 1-Time Ad Design Fee \$ \_\_\_\_\_

**PRICE PER AD:** \$ \_\_\_\_\_

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

☐ Paid ☐ Bill ☐ Credit Card **Exp:** \_\_\_\_ / \_\_\_\_

Card # \_\_\_\_\_

### Ad Sizes:

<b>FULL:</b>	10.25" x 15.25"
<b>2/3:</b>	10.25" x 10.25"
<b>1/3 V:</b>	5" x 10.25"
<b>1/3 H:</b>	10.25" x 5"
<b>1/2 V:</b>	5" x 15.25"
<b>1/2 H:</b>	10.25" x 7.5"
<b>1/4:</b>	5" x 7.5"
<b>1/6:</b>	5" x 5"
<b>1/8:</b>	5" x 3.75"
<b>BUSINESS CARD</b>	3.31" x 2"
<b>SKY BOX:</b>	10.25" x 2.5"
<b>DOUBLE-TRUCK:</b>	21.25" x 19.1875"

### Ad Issue Deadlines:

NOV 2023	10/13/23
DEC 2023	11/10/23
JAN 2024	12/08/23
FEB 2024	01/11/24
MAR 2024	02/08/24
APR 2024	03/07/24
MAY 2024	04/11/24
JUN 2024	05/09/24
JUL/AUG 2024	06/06/24
SEPT 2024	08/08/24
OCT 2024	09/05/24
NOV 2024	10/10/24
DEC 2024	11/07/24

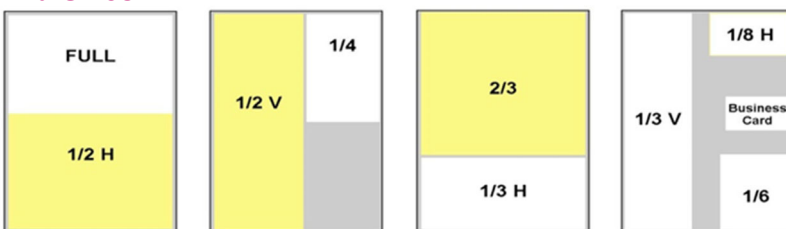
### Production Guidelines: Color ads must be submitted in CMYK. No RGB

#### 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 fi le (.pdf)
- \* Photoshop fi le (.psd)
- \* InDesign fi le (.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 Sharon Hood at 239.591.2709