

Chronicle

THE VOICE OF JEWISH LONG BEACH PUBLISHED SINCE 1947

ADVERTISING RATE SHEET

Who We Are

Introduce your message to well-educated homeowners and professionals with high discretionary income and buying power.

The Jewish Community Chronicle is a full color bimonthly publication delivered to more than 7,000 households in the Greater Long Beach and West Orange County area. During normal circumstances, it is also made available to the more than 40,000 people that annually visit the Alpert Jewish Community Center on the Weinberg Jewish Long Beach Campus.

The Jewish Community Chronicle is a contemporary and accessible source of information, events, vital services, and public announcements.

It is *THE* place for information about upcoming community events. Your business or organization will benefit greatly from being in the Jewish Community Chronicle.

In addition to the printed magazine, the Chronicle is also published online. Each issue remains on the website for 12 months, lengthening your exposure to the community and potential customers.

Areas of Circulation



Ad Specifications

- Please submit ads as high-resolution 300 DPI, CMYK files in JPG, EPS, TIF or PDF format. Please outline unique fonts and images.
- BLACK text/art is (100% K) or Grayscale — not RGB.
- COLOR images are CMYK — not RGB.
- Ad layouts in MS Word/Works, Publisher, Pagemaker are NOT compatible.
- Screen images captured from web pages are NOT suitable
- All ads MUST adhere to the purchased size. If they extend beyond the purchased size, they will be sized to fit.
- We do not guarantee position of ad in publication except for long-term commitments. Placement is at the Chronicle's sole discretion.

Pre-Printed Inserts

We prefer if the cost of inserting the flier is billed directly from the printer to you. Size not to exceed 10" wide by 12" high. For further instructions contact the Jewish Community Chronicle at 562.426.7601 ext. 1006.

Non-Profit Discount

If you are representing a non-profit organization with a 501c3 certification, a non-profit discount may be provided upon request.

Services and Costs

Professional camera-ready artwork is preferred.

The Chronicle will design and type set simple ads at no charge; however, any ad design requiring more than 30 minutes design time will be billed \$75/hour. Please provide required fonts, high resolution logos and style preference choices, otherwise, the Chronicle has sole discretion for all font and layout decisions.

Payment Policy

Advance payment is required of all first-time advertisers unless/ or until credit is established. All political advertisements must be paid in advance. Payment is due 30 days from date of billing. A 1.5% per month (18% per annum) finance charge will be assessed on all past due accounts. Any error which does not materially affect the value of the advertisement is not subject to a billing adjustment.

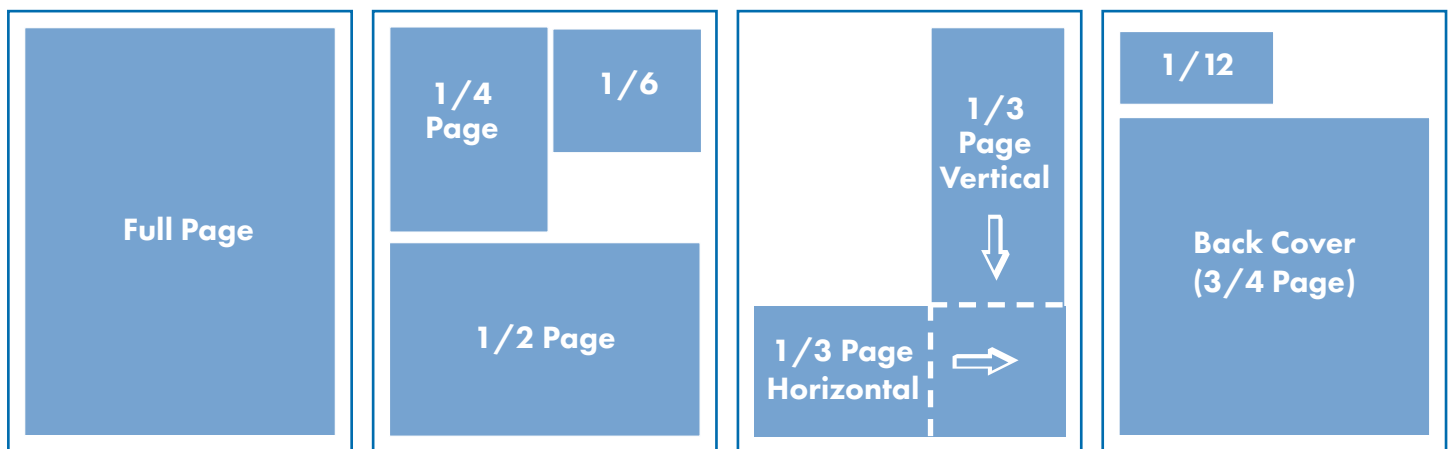
Contact Information

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jewishlongbeach.org/chronicle

The Chronicle is a full color 10.5" wide x 13.4375 publication.

SIZE OF AD	WIDTH x HEIGHT	1X RATE	3X RATE	6X RATE
FULL PAGE - NO BLEED	9.8" x 11.8"	\$1100	\$1010	\$965
BACK COVER - 3/4 PAGE	9.8" X 9.78"	\$900	\$825	\$788
3/4 PAGE	9.8" X 9.5"	\$740	\$670	\$630
1/2 PAGE	9.8" X 5.82"	\$600	\$550	\$525
1/3 PAGE	VERTICAL 3.12" X 9.8" HORIZONTAL 9.8" X 3.75"	\$417	\$382	\$365
1/4 PAGE	4.75" X 5.82"	\$315	\$289	\$275
1/6 PAGE	3.12 X 3.75"	\$175	\$160	\$153
1/12 PAGE	4.75" X 1.75"	\$75	\$68	\$64



Issue	Camera-ready Submission Deadline	Publication Date
March/April 2020	2/5/20	2/28/20
May/June 2020	4/16/20	4/30/20
July/August 2020	6/15/20	6/30/20
September/October 2020	8/13/20	8/31/20
November/December 2020	10/15/20	10/30/20

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