

# Chronicle

THE VOICE OF JEWISH LONG BEACH PUBLISHED SINCE 1947

## ADVERTISING RATE SHEET – 2023

### 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 6,000 households in the Greater Long Beach and West Orange County area. In addition, it is emailed to nearly 4,000 digital subscribers. It is also made available to the more than 40,000 people that annually visit the Alpert Jewish Community Center on the Harry & Jeanette Weinberg Jewish Long Beach Campus during a non-pandemic year.

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

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

In addition to the printed magazine, the Chronicle is also published online. Each issue remains on the website [jewishlongbeach.org](http://jewishlongbeach.org) for 12 months, lengthening your exposure to the community and potential customers.

### Areas of Circulation



[chronicle@jewishlongbeach.org](mailto:chronicle@jewishlongbeach.org)

[jewishlongbeach.org/chronicle](http://jewishlongbeach.org/chronicle)

### Ad Specifications

- Please submit ads as **high-resolution 300 DPI, CMYK** files in JPG, TIF, EPS or PDF format. Unique fonts must be outlined and images must be embedded.
- BLACK text/art is (100% K) or Grayscale — **not RGB.**
- **COLOR images are CMYK — not RGB.**
- 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

Insertion will be quoted by the printer, and billing will come directly from the printer. Size not to exceed 10.5" wide by 13.25" high. For further instructions contact the Jewish Community Chronicle at 562.426.7601 ext. 1314.

### Non-Profit Discount

If you are representing a non-profit organization with a 501(c)3 certification, a non-profit discount may be provided upon request.

### Services and Costs

Submission of professional camera-ready artwork is preferred. However, 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 at \$50/hour. Please provide required fonts, high resolution logos and style preferences choices, otherwise, the Chronicle has sole discretion for all font and layout decisions.

### Payment Policy

Credit card information is required of all first-time advertisers unless/or until credit is established. 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 billing adjustment.

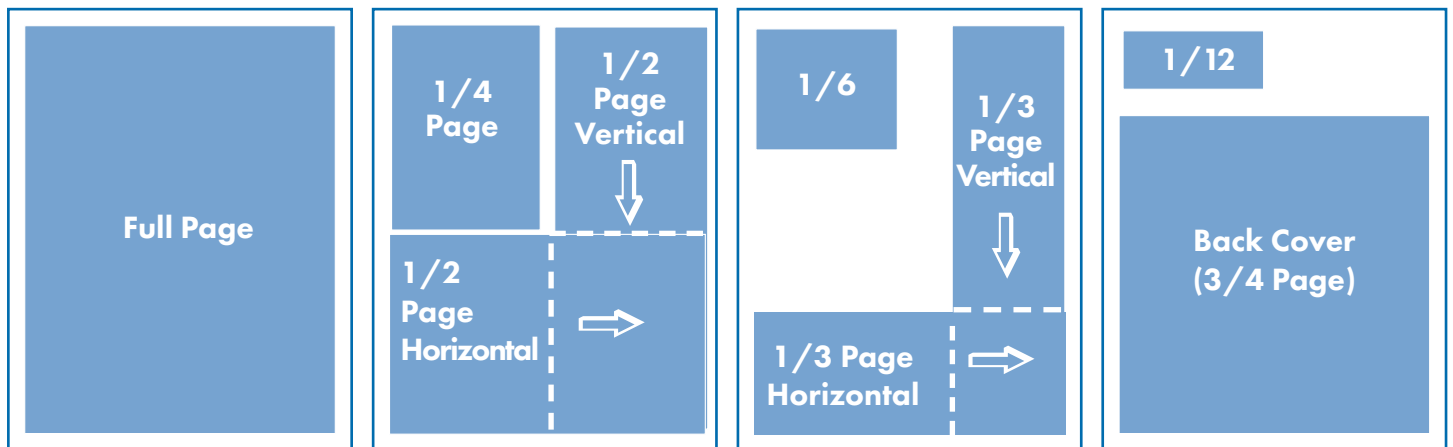
### Contact Information

Yolanda Placencia Development Administrator  
562.426.7601 x1314

Rachel Roberts Manager of Marketing & Leadership Engagement  
562.426.7601 x1613

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	\$900
BACK COVER - 3/4 PAGE	9.8" X 9.67"	\$900	\$830	\$750
3/4 PAGE	9.8" X 9.5"	\$750	\$680	\$600
1/2 PAGE	VERTICAL 4.78" X 9.8" HORIZONTAL 9.8" X 5.8"	\$620	\$560	\$500
1/3 PAGE	VERTICAL 3.09" X 9.8" HORIZONTAL 9.8" X 3.93"	\$455	\$400	\$370
1/4 PAGE	4.78" X 5.77"	\$350	\$300	\$255
1/6 PAGE	4.78" X 3.93"	\$225	\$185	\$155
1/12 PAGE	4.78" X 1.97"	\$100	\$75	\$64



Issue	Reservation Deadline	Submission Deadline	Printing Date
January/February 2023	11/28/22	11/30/22	12/20/22
March/April 2023	2/1/23	2/2/23	2/22/23
May/June 2023	4/3/23	4/4/23	4/21/23
July/August 2023	6/2/23	6/6/23	6/23/23
September/October 2023	8/1/23	8/3/23	8/25/23
November/December 2023	10/3/23	10/4/23	10/24/23
January/February 2024	11/28/23	11/30/23	12/20/23

**Published since 1947 by Jewish Long Beach**

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