

# Chronicle

THE VOICE OF JEWISH LONG BEACH PUBLISHED SINCE 1947

## ADVERTISING RATE SHEET – 2021

### 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



### 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**.
- Ad layouts done in Canva, MS Word/Works, Publisher, 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

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. 1006 or 1007.

### 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. 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

**Carol Beckerman** Development/Editorial Coordinator

562.426.7601 x1006 or [cbeckerman@jewishlongbeach.org](mailto:cbeckerman@jewishlongbeach.org)

**Melanie Edwards** Manager of Marketing and Outreach

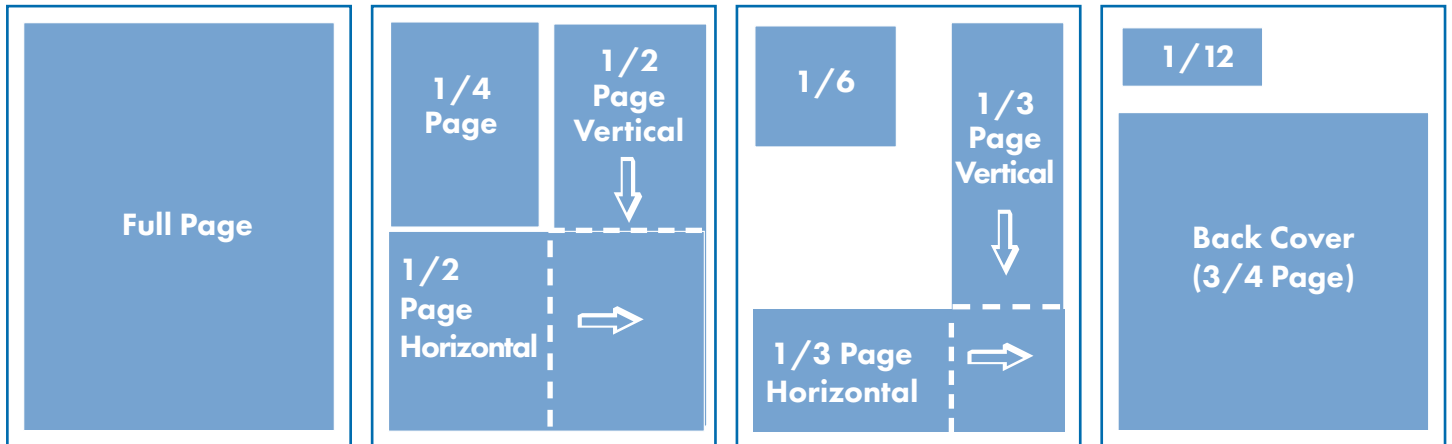
562.426.7601 x1007 or [medwards@jewishlongbeach.org](mailto:medwards@jewishlongbeach.org)

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

[jewishlongbeach.org/chronicle](http://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	\$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 2021	12/1/20	12/11/20	12/23/20
March/April 2021	2/1/21	2/9/21	2/19/21
May/June 2021	4/2/21	4/13/21	4/23/21
July/August 2021	6/3/21	6/11/21	6/23/21
September/October 2021	8/5/21	8/12/21	8/24/21
November/December 2021	10/4/21	10/14/21	10/22/21
January/February 2022	12/3/21	12/13/21	12/23/21

**Published since 1947 by Jewish Long Beach**

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