

Chronicle

THE VOICE OF THE JEWISH COMMUNITY

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 monthly publication delivered to more than 7,300 households in the Greater Long Beach and West Orange County area. It is also placed at 15 synagogues and community organizations, as well as made available for the over 40,000 people that annually visit the Alpert Jewish Community Center on the Weinberg Jewish Federation 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.

Areas of Circulation



Contact Information:

General & Advertising:

Danny Levy, Director of Development
562-426-7601 EXT 1007

Kingston Chan, Chronicle/Marketing Coordinator
562-426-7601 EXT 1006

chronicle@jewishlongbeach.org
jewishlongbeach.org

Ad Specifications

- Please submit ads as high-resolution 300 DPI, CMYK files in JPG, 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, and Windows PC fonts 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.
- Deadline for advertisements is noon Pacific time on the third Monday of the month, before each issue is officially approved by the Chronicle for printing and distribution.

Pre-Printed Inserts

Base rate of \$600 per issue.

Size not to exceed 10.25" wide by 13.25" high.

For further Inserts instructions, contact the Jewish Community Chronicle at 562-426-7601 EXT 1006 or 1007.

Professional Services & Business Directory

1.68" X 1" \$400/year which is about \$33 per issue

1.68" x 2" \$700/year which is about \$58 per issue

Must be paid in full. Pro-rate option is based on calendar year.

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.

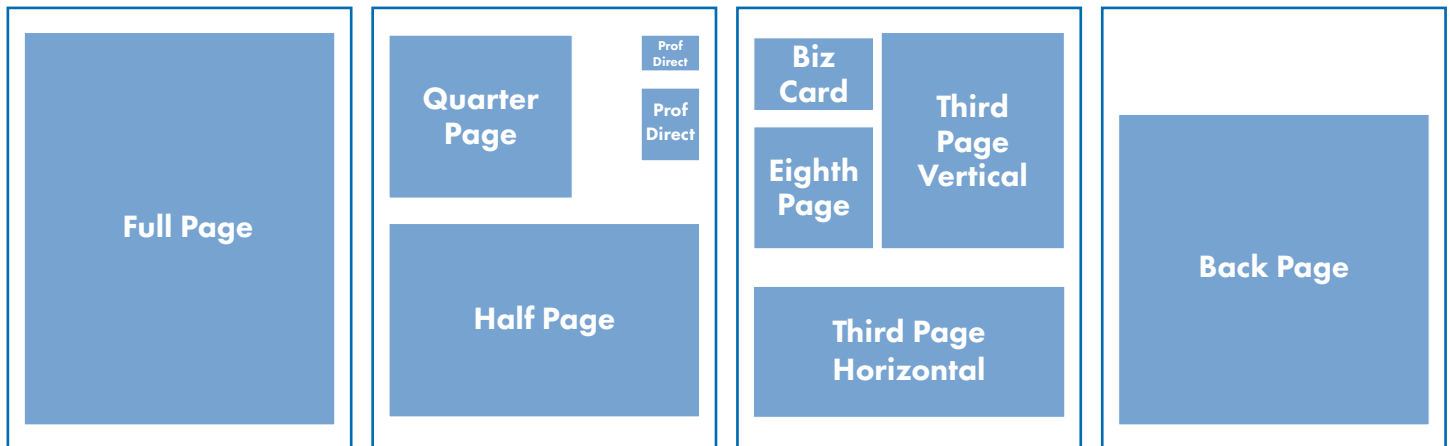
The Chronicle will design and type set simple ads at no charge; however, any ad design requiring over 30 minutes graphic time will be billed for a fee of \$65. Please announce specific advertisement fonts for such services. Otherwise, the Chronicle has sole discretion of font and layout.

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 billing adjustment.

Available print area is 9.5" wide x 12" high. Actual page size is 10.25" wide x 13.25" high.

SIZE OF AD	WIDTH x HEIGHT	1X RATE	3X RATE	6X RATE	12X RATE
FULL PAGE	9.5" x 12"	\$1100 (\$900 B&W)	\$1010 (\$810 B&W)	\$965 (\$765 B&W)	\$920 (\$720 B&W)
BACK PAGE	9.5" X 9.5"	\$900 (\$750 B&W)	\$825 (\$675 B&W)	\$788 (\$638 B&W)	\$750 (\$600 B&W)
HALF PAGE	9.5" X 5.925"	\$600 (\$500 B&W)	\$550 (\$450 B&W)	\$525 (\$425 B&W)	\$500 (\$400 B&W)
THIRD PAGE	VERTICAL 5.625" X 6.625" HORIZONTAL 9.5" X 4"	\$417 (\$350 B&W)	\$382 (\$315 B&W)	\$365 (\$298 B&W)	\$347 (\$280 B&W)
QUARTER PAGE	5.625" X 5"	\$315 (\$265 B&W)	\$289 (\$239 B&W)	\$275 (\$225 B&W)	\$262 (\$212 B&W)
EIGHTH PAGE	3.69" X 3.75"	\$175 (\$150 B&W)	\$160 (\$135 B&W)	\$153 (\$128 B&W)	\$145 (\$120 B&W)
BUSINESS CARD	3.69" X 2.25"	\$75	\$68	\$64	\$60



Issue	Submission Deadline	Publication Date
July 2018	6/6/18	6/29/18
August 2018	7/5/18	7/31/18
September 2018	8/1/18	8/31/18
October 2018	9/5/18	9/28/18
November 2018	10/3/18	10/31/18
December 2018	11/7/18	11/30/18
January 2019	12/5/18	12/31/18
February 2019	1/2/19	1/31/19
March 2019	2/6/19	2/28/19
April 2019	3/6/19	3/29/19
May 2019	4/3/19	4/30/19
June 2019	5/2/19	5/31/19