

# ADVERTISE WITH US!

NURIT KOHL

nkohl@jewishnewhaven.com  
(203) 387-2424 x226

# SHALOM

NEW HAVEN

**Shalom New Haven** is a free, non-profit, full color newspaper, jam-packed with features, news and photos from the local and world-wide Jewish community. It's the only local publication that reaches the entire Jewish community in Greater New Haven.

## WHY ADVERTISE WITH US?

*Shalom New Haven* is a full color publication that is mailed six times a year to almost 10,000 Jewish households in the Greater New Haven area.

More than 1,000 copies distributed to JCC, area synagogues, partner agencies and at high-traffic locations throughout the region yielding a readership of nearly 50,000.

## WE DELIVER A TARGETED AUDIENCE

The Greater New Haven Jewish community is an affluent, highly educated, cultural and philanthropically generous group of consumers.

- Median age 52
- 45.9% higher degrees – masters, doctoral or professional
- Median household income - \$104,000
- 89% report some philanthropic donation
- Second largest Jewish community in Connecticut

## WE DELIVER AN ACTIVE READERSHIP

*Shalom New Haven* readers enjoy participating in our community and culture.

- Casual dining, fine food, wine and spirits
- Shopping for fashion, jewelry and home décor
- Entertaining friends and family
- Frequent travel
- Theater and performing arts events
- Visiting museums and galleries

## WE DELIVER COMMITTED READERSHIP

*Shalom New Haven* readers support local businesses, professional and personal services.

- Medical and dental
- Legal and financial
- Health and well-being
- Catering and entertaining
- Spas and salons



## AD SALES MANAGER:

GEORGE HAUER

mantlenmaris@yahoo.com  
(203) 214-6956

## EDITORIAL:

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PUBLISHED BY THE  
Jewish Federation  
OF GREATER NEW HAVEN

360 Amity Road  
Woodbridge, CT 06525  
main: 203.387.2424

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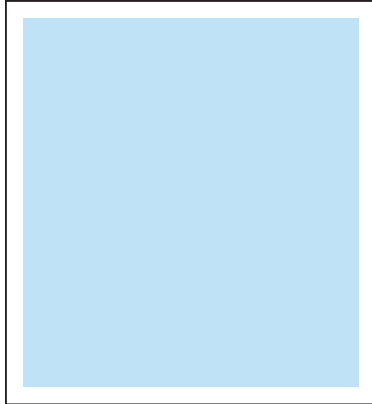
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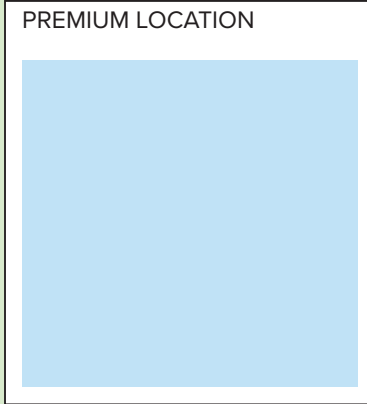
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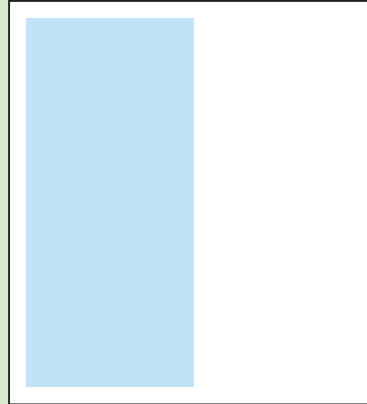
## AD SIZES & RATES



**FULL PAGE \$1700**  
Size: 10.375"w x 11"h



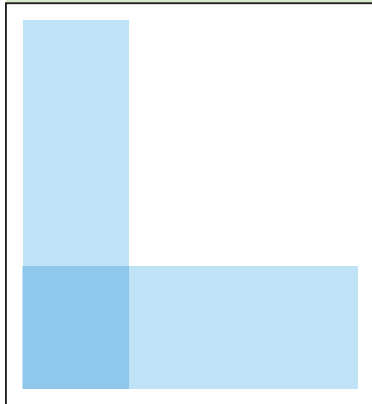
**BACK COVER \$2200**  
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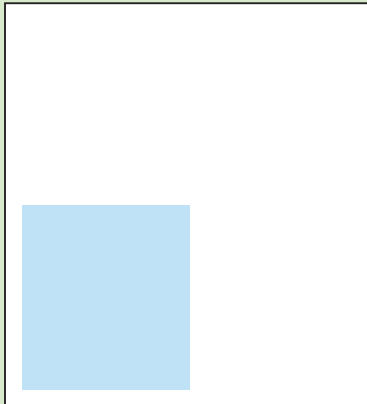
**2/3 PAGE VERTICAL \$1130**  
Size: 5.1875"w x 10.5"h



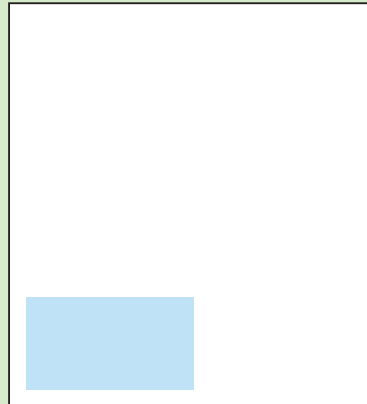
**1/2 PAGE HORIZONTAL \$850**  
Size: 10.375"w x 5.25"h



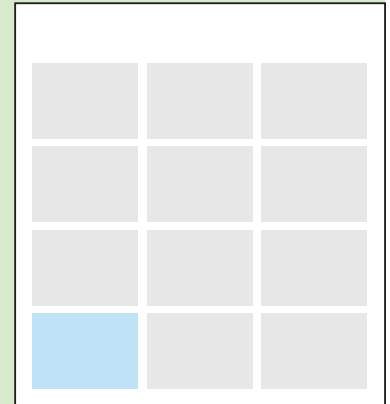
**1/3 PAGE \$565**  
Vertical: 3.412"w x 11"h  
Horizontal: 10.375"w x 3.5"h



**1/4 PAGE SQUARE \$450**  
Size: 5.1875"w x 5.5"h



**1/8 PAGE HORIZONTAL \$250**  
Size: 5.1875"w x 2.65"h



**BUSINESS CARD SIZE \$140**  
Size: 3.25"w x 2"h

## REQUIREMENTS/SPECIFICATIONS

Ads must be properly sized according to our ad size specifications. We will accept the following file formats: .jpg, .png, .pdf, .eps, .tiff

- Files created in Adobe InDesign, Adobe Photoshop, Adobe Illustrator are acceptable. Convert your final artwork to a high resolution pdf with fonts outlined/embedded and images linked.
- All files and images must be 300 dpi at 100% size.
- All colors /photos should be CMYK.
- Logos should be in vector format or line art at no less than 600 dpi.

**NOT acceptable** are QuarkXpress, CorelDraw, Microsoft Word, Powerpoint and Publisher files.

### DESIGN SERVICES:

Need a design for your ad?  
Let our design experts create one for you.  
**\$25/ half hour**

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ISSUE	FEATURE FOCUS*	EDITORIAL DEADLINE	AD DEADLINE
SEPTEMBER/ OCTOBER	High Holidays, Entertaining	JULY 27	AUG 1
NOVEMBER/ DECEMBER	Hanukkah, Gift Guide	SEPT 27	OCT 3
JANUARY/ FEBRUARY	Health/Fitness, Home Improvement	NOV 22	DEC 5
MARCH/ APRIL	Passover, Camp	JAN 26	FEB 6
MAY/ JUNE	Celebrations (Graduations, Bar/Bat Mitzvahs, Weddings)	MAR 28	APR 3
JULY/ AUGUST	Arts & Culture, Education	MAY 27	JUN 9

\* **COVER STORY** content is subject to change.

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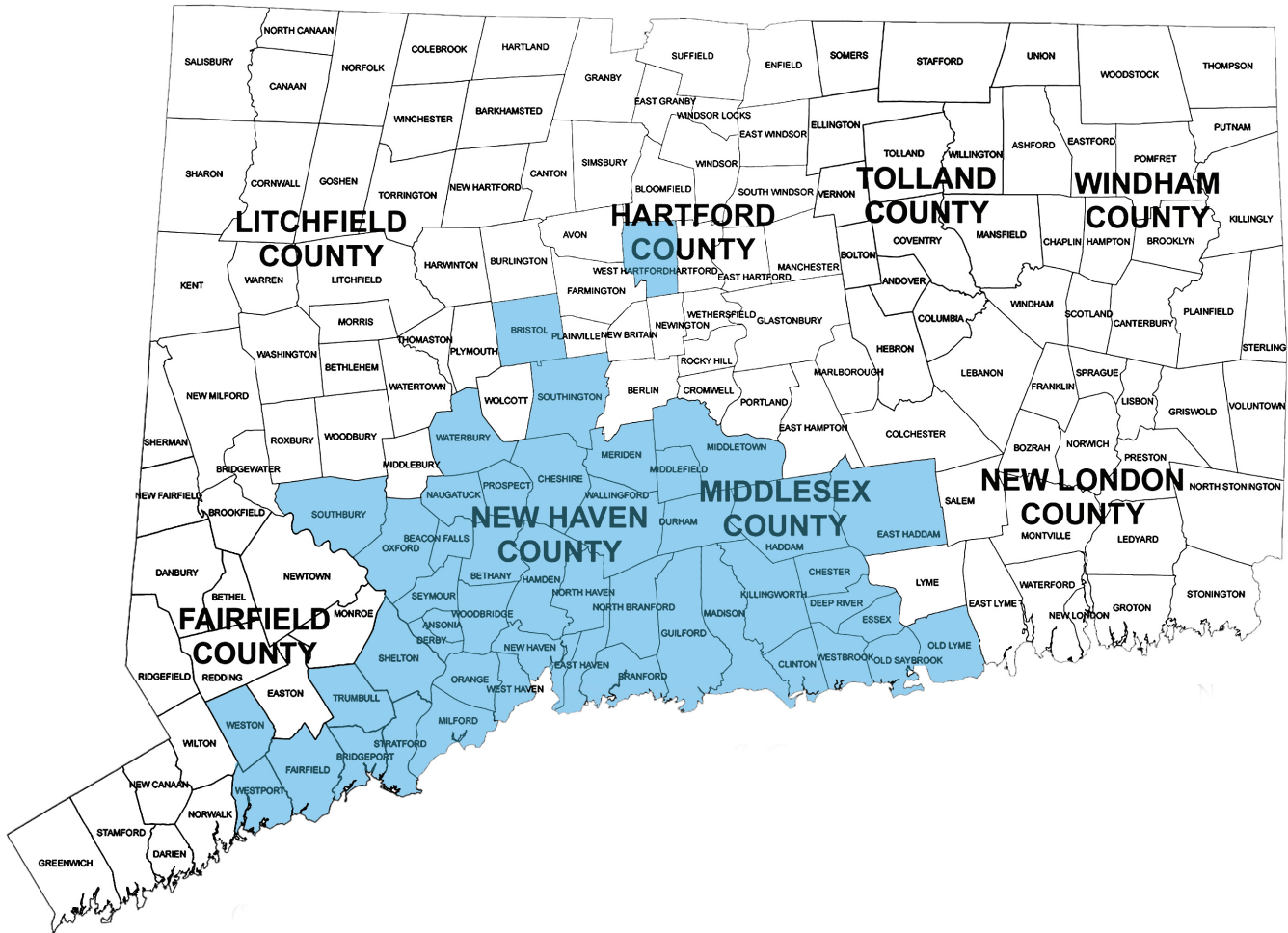
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