

Jewish Federation of the Lehigh Valley
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Advertising Office
610.515.1391
1.866.493.5889 fax
hakolads@jflv.org

www.jewishlehighvalley.org

REACH THE PEOPLE LOOKING FOR YOU

Welcome & Inform Our Readers

HAKOL newspaper, "The Voice" of the Lehigh Valley Jewish Community, publishing for over 40 years, is mailed into homes 11 times a year during the first week of the month from September to June; Summer issue arrives late July.

- Award winning comprehensive publication, HAKOL reaches about 4,000 Lehigh Valley families. Also available online at www.jewishlehighvalley.org.
- Timely special community driven features and themes.
- Advertiser press releases: See Business Highlights guidelines.
- Sponsorship options available.

SHALOM Lehigh Valley magazine, FALL 2020

Explores, informs and celebrates vibrant local Jewish life. Place ad space reservations early 2020. Enjoy current SHALOM magazine at jewishlehighvalley.org/shalom.

RESERVE YOUR SPACE

BY THE 1st OF THE MONTH PRIOR TO PUBLICATION

January 2020.....	12/2/19
• Health & Wellness	
February 2020.....	1/2/20
• Family & Youth	
March 2020.....	2/3/20
• Celebrations	
April 2020.....	3/2/20
• Passover	
May 2020.....	4/1/20
• Women	
June 2020.....	5/1/20
• Milestones/High School Grads	
Summer 2020.....	6/19/20
• Leisure	
September 2020.....	8/3/20
• Rosh Hashanah	
October 2020.....	9/1/20
• Older Adults	
November 2020.....	10/1/20
• Thanks & Giving	
December 2020.....	11/2/20
• Chanukah	

AD SIZES

FULL PAGE 10"w x 16"h	HALF PAGE 10"w x 8"h	QUARTER PAGE 10"w x 4"h	QUARTER PAGE 8"w x 5"h	QUARTER PAGE 6"w x 6.625"h	QUARTER PAGE 4"w x 10"h
EIGHTH PAGE 8"w x 2.5"h	EIGHTH PAGE 6"w x 3.125"h	EIGHTH PAGE 4"w x 5"h	SMALL VERTICAL 2"w x 8"h	SMALL SQUARE 4"w x 4"h	<p>Add below amounts to applicable rate(s)</p> <p>COLOR (Upcharge)</p> <p>Full page \$200 Half page \$100 Quarter page \$50 Eighth page \$25 or smaller</p> <p>Premium* Placement</p> <p>Full page \$300 & up Half page \$225</p> <p><i>*select color locations subject to availability</i></p>

AD RATES

SIZES	base rate	frequency discount rates*				
		1-2x	3-5x	6-8x	9-10x	11x
Full Page	\$998	\$840	\$788	\$735	\$709	
Half Page	\$552	\$473	\$420	\$394	\$368	
Quarter Page	\$320	\$278	\$256	\$240	\$230	
Eighth Page	\$198	\$150	\$146	\$140	\$136	
Small Vertical/Square	\$130	\$88	\$84	\$82	\$78	

Rates are for black & white ads. Color available with upcharge. SPONSOR A FULL HAKOL ISSUE, includes front page presence, website and more, Inquire for details.

Payments are requested prior to publication.

*Discounts apply for consecutive and non-consecutive publication commitments over a twelve month contract period.

SUBMISSION REQUIREMENTS

Ads may be submitted electronically as print ready correctly sized **grayscale/color** art to hakolads@jflv.org by the **5th of the month** prior to publication (Summer issue by 6/26). Publication is printed on newsprint. Limited ad design services upon request. Please submit logo, artwork and ad content before the 1st of the prior month. Ad proof provided.

We accept high resolution, PC compatible files: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, .pdf, .eps, .jpg or .tif formats. When submitting files electronically, we will send confirmation. Please verify we have received your readable file.

FOR MORE INFORMATION

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ALLISON MEYERS.....Technical and Design
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