

**Jewish Federation of the Lehigh Valley**  
702 North 22nd Street  
Allentown PA 18104

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hakol@jflv.org

**Advertising Office**  
610.515.1391  
1.866.493.5889 fax  
hakolads@jflv.org

[www.jewishlehighvalley.org](http://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 mid July.

- Award winning comprehensive publication, HAKOL reaches about 4,000 Lehigh Valley families. Also available online at [www.jewishlehighvalley.org](http://www.jewishlehighvalley.org).
- Timely special community driven feature sections.
- Advertiser press releases: See Business Highlights guidelines.
- Sponsorship options available.

## SHALOM Lehigh Valley magazine, FALL 2018

Explores, informs and celebrates vibrant local Jewish life  
Ad space reservations in SPRING 2018

## RESERVE YOUR SPACE

BY THE 1st OF THE MONTH PRIOR TO PUBLICATION

January 2018.....	12/1/17
• Special section: HEALTH & WELLNESS	
February 2018.....	1/2/18
March 2018.....	2/1/18
• Passover Issue (Passover begins 3/30)	
April 2018.....	3/1/18
• Celebrate ISRAEL@70 feature	
May 2018.....	4/2/18
June 2018.....	5/1/18
• High School Seniors featured	
Summer 2018.....	6/21/18
• Special section: SENIOR LIVING	
September 2018.....	8/1/18
• Jewish New Year Issue (Rosh Hashanah begins 9/4)	
October 2018.....	9/4/18
November 2018.....	10/1/18
December 2018.....	11/1/18
• Chanukah Issue (Chanukah begins 12/2)	

## AD SIZES

<b>FULL PAGE</b> 10" w x 16" h	<b>HALF PAGE</b> 10" w x 8" h	<b>QUARTER PAGE</b> 10" w x 4" h	<b>QUARTER PAGE</b> 8" w x 5" h	<b>QUARTER PAGE</b> 6" w x 6.625" h	<b>QUARTER PAGE</b> 4" w x 10" h
<b>EIGHTH PAGE</b> 8" w x 2.5" h	<b>EIGHTH PAGE</b> 6" w x 3.125" h	<b>EIGHTH PAGE</b> 4" w x 5" h	<b>SMALL VERTICAL</b> 2" w x 8" h	<b>SMALL SQUARE</b> 4" w x 4" h	

*Add below amounts to applicable rate(s)*

**COLOR (Upcharge)**

Full page	\$200
Half page	\$100
Quarter page	\$50
Eighth page	\$25 or smaller

**Premium\* Placement**

Full page	\$300
Half page	\$225

*\*select color locations subject to availability*

## 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.

**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](mailto: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

**DIANE MCKEE**.....Advertising Representative  
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