

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

610.821.5500  
610.821.8946 fax  
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 2020

Explores, informs and celebrates vibrant local Jewish life. Details and ad space reservations available early 2020. Enjoy the current SHALOM magazine at [jewishlehighvalley.org/shalom](http://jewishlehighvalley.org/shalom)

## RESERVE YOUR SPACE

BY THE 1st OF THE MONTH PRIOR TO PUBLICATION

|   |         |
|---|---------|
| January 2019.....                                   | 12/3/18 |
| • Special section: HEALTH & WELLNESS                |         |
| February 2019.....                                  | 1/2/19  |
| March 2019.....                                     | 2/1/19  |
| • Special feature: FOOD                             |         |
| April 2019.....                                     | 3/1/19  |
| • Passover Issue (Passover begins 4/19)             |         |
| May 2019.....                                       | 4/1/19  |
| June 2019.....                                      | 5/1/19  |
| • High School Seniors featured                      |         |
| Summer 2019.....                                    | 6/21/19 |
| • Special section: SENIOR LIVING                    |         |
| September 2019.....                                 | 8/1/19  |
| • Jewish New Year Issue (Rosh Hashanah begins 9/29) |         |
| October 2019.....                                   | 9/3/19  |
| November 2019.....                                  | 10/1/19 |
| December 2019.....                                  | 11/1/19 |
| • Chanukah Issue (Chanukah begins 12/22)            |         |

## AD SIZES

**AD RATES**

| SIZES                  | frequency discount rates* |       |       |       |       |
|------------------------|---------------------------|-------|-------|-------|-------|
|                        | base rate                 | 1-2x  | 3-5x  | 6-8x  | 9-10x |
| 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.

**ADDITIONAL RATES:**  
**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

## 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**.....Account Representative  
Main Office: 610-821-5500, ext. 323  
Advertising Office: 610-515-1391  
[hakolads@jflv.org](mailto:hakolads@jflv.org) | Fax: 1-866-493-5889

**ALLISON MEYERS**.....Technical and Design  
[allison@jflv.org](mailto:allison@jflv.org)

# 2019 INFORMATION & RATES

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## 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

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

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[allison@jflv.org](mailto:allison@jflv.org)