Media Guide
2022
According to a recent survey, the Bay Area is the fourth largest Jewish market in the United States.

Continuously published since 1895, J. chronicles the diverse, dispersed and innovative Jewish community of the Bay Area.

J. is the only media entity in the Bay Area presenting news through a Jewish lens, serving as a public forum for community members, and dedicated to connecting and inspiring the diverse population of Bay Area Jews. J. gives readers local Jewish news not reported elsewhere, covering innovations, leaders and trends.

J. is engaged with the full range of what it means to be Jewish today — from politics, religion, and the arts — to home, family, food, education, community and more.

**J’s Distribution and Reach:**

- 35,000 regular print readers per issue
- 17,000+ email subscribers
- 200,000+ Web page views monthly
- 20,000+ followers on Facebook, Twitter, and Instagram

*Our readers are affluent, educated and involved.*
## Publishing Schedule

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<td>February 4</td>
<td>Senior Life Business, Professional &amp; Real Estate</td>
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<td>Arts, Culture &amp; Judaica Home &amp; Garden</td>
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<td>March 4</td>
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<tr>
<td>March 18</td>
<td>Camps &amp; Kids</td>
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<td>March 14</td>
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<tr>
<td>April 1</td>
<td>Passover Food</td>
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<td>April 15</td>
<td>Passover Greetings</td>
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<td>April 11</td>
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<td>Israel Independence</td>
<td>April 19</td>
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<tr>
<td><strong>EARLY JUNE</strong></td>
<td><strong>RESOURCE GUIDE</strong></td>
<td>March 31</td>
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<td>June 10</td>
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<td>June 24</td>
<td>Senior Life Celebrate Diversity</td>
<td>June 14</td>
<td>June 20</td>
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<tr>
<td>July 8</td>
<td>Arts, Culture &amp; Judaica Bay Area Showcase (Advertorial)</td>
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<td>July 1</td>
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<td>July 22</td>
<td>Celebrations</td>
<td>July 12</td>
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<td>August 19</td>
<td>Synagogue Today Senior Life</td>
<td>August 9</td>
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<td>September 2</td>
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<td>August 23</td>
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<td>September 16</td>
<td>Rosh Hashanah Greetings</td>
<td>September 6</td>
<td>September 12</td>
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<td>September 30</td>
<td>Business, Professional &amp; Real Estate Spotlight on Bay Area Superstars (Advertorial)</td>
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<td>October 14</td>
<td>Charitable Giving</td>
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<td>October 28</td>
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<td>November 1</td>
<td>November 7</td>
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<td>November 25</td>
<td>Hanukkah Food and Gifts</td>
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<td>November 18</td>
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<td>November 29</td>
<td>Hanukkah Greetings Celebrations</td>
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<td>December 4</td>
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<tr>
<td>December 9</td>
<td>Senior Life</td>
<td>December 13</td>
<td>December 19</td>
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</tbody>
</table>

*All dates subject to change | Revised November 11, 2021*
Print Specifications

SUBMITTING CAMERA-READY ADS

Files must be PDFs and print or press (not screen) optimized. All fonts should be outlined. All color must be CMYK. PDF must be exported at a minimum of 300 dpi (dots per inch). Check bleed and live area dimensions for full page ads.

Ads with a white background must have a border.

PLEASE DO NOT INCLUDE CROP MARKS.
E-mail ads to your ad rep AND to art@jweekly.com. Identify your organization in the subject field of the email.

AD SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>Columns x Units</th>
<th>Width x Height</th>
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</thead>
<tbody>
<tr>
<td>1/24</td>
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<td>2.29&quot; x 1.83&quot;</td>
</tr>
<tr>
<td>1/12 h</td>
<td>2 x 1</td>
<td>4.75&quot; x 1.83&quot;</td>
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<tr>
<td>1/12 v</td>
<td>1 x 2</td>
<td>2.29&quot; x 3.83&quot;</td>
</tr>
<tr>
<td>1/8 h</td>
<td>3 x 1</td>
<td>7.20&quot; x 1.83&quot;</td>
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<tr>
<td>1/8 v</td>
<td>1 x 3</td>
<td>2.29&quot; x 5.83&quot;</td>
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<td>2 x 2</td>
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<td>4.75&quot; x 5.83&quot;</td>
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<tr>
<td>1/3</td>
<td>2 x 4</td>
<td>4.75&quot; x 7.83&quot;</td>
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<tr>
<td>1/2 h</td>
<td>4 x 3</td>
<td>9.67&quot; x 5.83&quot;</td>
</tr>
<tr>
<td>1/2 v</td>
<td>2 x 6</td>
<td>4.75&quot; x 11.83&quot;</td>
</tr>
</tbody>
</table>

Masthead page only:

3/4 3 x 6 7.20" x 11.83"

Full Page 4 x 6 10.75" x 13" all text and logos should be at least .5" in from the edges = live area is 9.5" x 11.75"

When you are creating ads
Minimum photo/art/logo resolution is 300 dpi. Color must be CMYK or grayscale only (no RGB or spot color). Use Type 1 or Open Type fonts only. If unsure, convert text to outlines. Do NOT use any transparencies.

Illustrator: Convert all fonts to outlines and embed all artwork before exporting.

Photoshop: Flatten all layers before exporting.

SUBMITTING ART FOR OUR DESIGNERS

Our in-house design team can create an ad for you at no additional charge. Send all art, logos and photos at 300 dpi resolution at 100% size as jpg, tiff, pdf or eps files. We can NOT use photos or logos from your website; please send separate, high-resolution files.
SPECIAL ADVERTISING AND PROMOTION OPPORTUNITY

An opportunity to highlight your marketing message in the center spread of J. on 70 lb. glossy paper that is the same as our cover

Reaching 35,000 J. readers, it's a great opportunity to market:
- Full season performance schedules
- Thank you ads and donor recognition
- Foundation highlights of grantee's work or focus on under-promoted organizations
- New multi-unit real estate developments
- Non-profit organization announcements

This center section is a fraction of the cost of direct mail efforts

CENTER SECTION RATES

$4,000 for two page spread
$6,000 for all four pages

PAGE SIZES

Full Page with bleed: 10.75”w x 13”h
Center Spread Page with bleed: 21.25”w x 13”h
DEDICATED E-BLASTS
Ad message sent to J.’s digital subscribers with just your content. A subject line for the email is required.

Subject Line

Graphic

RATE: $499

SPECs:
- Subject line
- URL link
- Ad size: 600 x 900 pixels (or any height)

Guidelines & Deadlines:
Content must be provided in either .jpg or .png format and RGB color format.
Ads are due 3 days prior to send date. Date must be reserved in advance.

Rates effective January 1, 2022
Digital/Email Advertising

Rates effective January 1, 2022

E-NEWSLETTER BANNER ADS

E-newsletters reach 17,000+ digital subscribers per day with an ad message embedded at the top and bottom of J.'s content

Minimum of 3 newsletters per week.

RATE: $400/WEEK

SPECS:
- URL link
- Ad size: 600 x 90 pixels

Guidelines & Deadlines:
Content must be provided in either .jpg or .png format and RGB color format.
Ads are due 3 days prior to send date. Space must be reserved in advance.
Digital/Web Advertising

Our website attracts community-minded readers who turn to J. for news and matters of interest to the Jewish Bay Area.

We average 200,000 page views per month.

RATES/MONTH:
- Leaderboard: $750
- Half Page: $750
- Medium Rectangle: $650

SPECS:
- Leaderboard: 728 x 90 pixels
- Mobile: 320 x 50
- Half Page: 300 x 600 pixels
- Medium Rectangle: 300 x 250 pixels

Guidelines & Deadlines:
Content must be provided in either .jpg or .png format and RGB color format.
Ads are due 5 days prior to post date. Space must be reserved in advance.
For a leaderboard ad, BOTH desktop and mobile sizes must be provided.
Pre-Printed Inserts

SIZE

Inserts must be smaller than 10" x 12" and larger than 5" x 8" and must be designed to run on an inserting machine. Single sheets should be at least as thick as 60# book and no thicker than 12 pt cover. Folded pieces must be designed so the piece can insert; map folds and gate folds will not work. If you are designing a thick or multi-fold product, we strongly urge you to involve our printer in the design stage.

Contact Steve Jackson at
707.444.6236 x501
or sjackson@western-web.net

CONTENT

J. must see a copy of the insert for approval prior to insertion.
Periodical class postal rules regulate the type and size of materials which qualify as inserts into the publication.
No insert can have a pre-printed postage indicia.
J. accepts free-standing inserts (FSI) provided they meet U.S. postal requirements and approval.

DELIVERY

The advertiser is responsible for printing and delivery of the insert to our mail house.
Include the following information with inserts:
Publication Name: J. The Jewish News Weekly
Business Name:
Advertising Rep Name:
Issue Date:
Total Inserts:
Contact Name:
Phone Number:

Inserts must be delivered the Friday before publication date to:
Western Web
1900 Bendixsen Street, #2
Samoa, CA 95564
Attention: Steve Jackson

COST & QUANTITY

Minimum number of inserts is 5,000.
If less, a minimum charge will apply.
Include at least 2% more than requested number.
The zoned inserts must be specified by geography (county) and may not be by specific individual zip codes.
The rate varies depending on size and weight of piece.
Inserts are charged on a cost per thousand rate.
Minimum rate: $185 per thousand.
FULL PAGE (4X6) BLEED AD SPECS

Document size: **10.75" x 13.00"** (this includes the bleed)
All artwork, photos, backgrounds should extend to the edges
All text and logos should be at least .625" in from each edge (safe zone 9.5" x 11.75")

**Do not send ad with crop marks or borders**

Color must be CMYK (not RGB) and at least 300 dpi at 100% size
You may have white all the way around the ad (floating on page) but document size must still be **10.75" x 13.00"**
Print Distribution

Reach: 35,000 readers per issue*

*Based on three readers per copy; 13,000 circulation