

# THE JEWISH NEWS

of Northern California

# Media Guide 2022

THE JEWISH NEWS OF NORTHERN CALIFORNIA

225 BUSH STREET #480, SAN FRANCISCO, CA 94104 | 415.263.7202 [JWEEKLY.COM](http://JWEEKLY.COM)

# About Us

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



Issue Date	Supplement(s)	Reservation Deadline	Artwork Due
January 7	Bay Area Showcase (Advertorial)	December 28	January 3
January 21	Camps & Education	January 11	January 14
February 4	Senior Life Business, Professional & Real Estate	January 25	January 31
February 18	Arts, Culture & Judaica Home & Garden	February 8	February 14
March 4	Celebrations	February 22	February 28
March 18	Camps & Kids	March 8	March 14
April 1	Passover Food	March 22	March 28
April 15	Passover Greetings	April 5	April 11
April 29	Israel Independence Senior Life	April 19	April 25
May 13	Volunteers Bay Area Showcase (Advertorial)	May 3	May 9
May 27	Salute to Graduates	May 17	May 23
<b>EARLY JUNE</b>	<b>RESOURCE GUIDE</b>	<b>March 31</b>	<b>April 29</b>
June 10	Real Estate Showcase (Advertorial) Celebrations	May 31	June 6
June 24	Senior Life Celebrate Diversity	June 14	June 20
July 8	Arts, Culture & Judaica Bay Area Showcase (Advertorial)	June 28	July 1
July 22	Celebrations	July 12	July 18
August 5	Back to School	July 26	August 1
August 19	Synagogue Today Senior Life	August 9	August 15
September 2	Rosh Hashanah Food and Gifts	August 23	August 29
September 16	Rosh Hashanah Greetings	September 6	September 12
September 30	Business, Professional & Real Estate Spotlight on Bay Area Superstars (Advertorial)	September 20	September 26
October 14	Charitable Giving	October 3	October 7
October 28	Spotlight on Education (Advertorial) Senior Life	October 18	October 24
November 11	Readers' Choice	November 1	November 7
November 25	Hanukkah Food and Gifts End of Year Philanthropic Giving	November 14	November 18
December 9	Hanukkah Greetings Celebrations	November 29	December 4
December 23	Senior Life	December 13	December 19

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](mailto:art@jweekly.com).  
 Identify your organization in the subject field of the email.

## AD SIZES

Size	Columns x Units	Width x Height
1/24	1 x 1	2.29" x 1.83"
1/12 h	2 x 1	4.75" x 1.83"
1/12 v	1 x 2	2.29" x 3.83"
1/8 h	3 x 1	7.20" x 1.83"
1/8 v	1 x 3	2.29" x 5.83"
1/6	2 x 2	4.75" x 3.83"
1/4	2 x 3	4.75" x 5.83"
1/3	2 x 4	4.75" x 7.83"
1/2 h	4 x 3	9.67" x 5.83"
1/2 v	2 x 6	4.75" x 11.83"

*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.

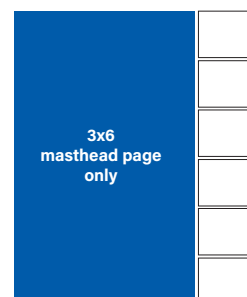
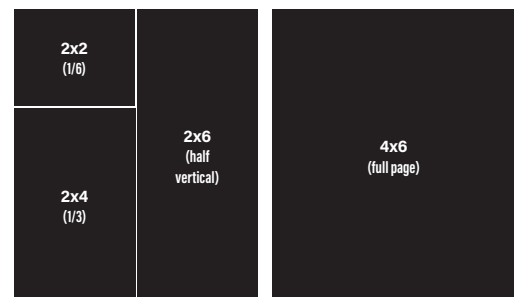
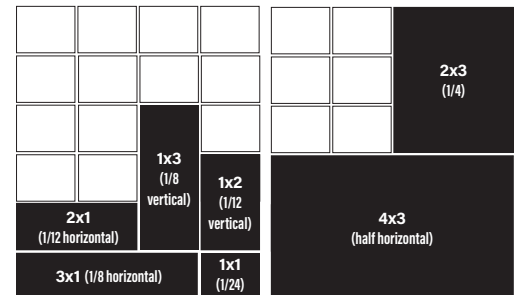
**Photoshop:** Flatten all layers before exporting.

## 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.



# Glossy Center Pages

Rates effective January 1, 2022

## 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

SPONSORED BY THE JEWISH COMMUNITY FEDERATION AND ENDOWMENT FUND



**A Time to Grow: Oshman Family JCC**

The Oshman Family JCC anchors the 8.5-acre Taube Koret Campus for Jewish Life, co-located with the Moldaw Family Residences in Palo Alto. Since opening in September 2009, the campus has created a hub for the region's Jewish community, providing high quality Jewish education, arts, fitness, youth engagement, and Israeli culture programs at its state-of-the-art facility.

As we learned in our recent Community Study, one-third of the Bay Area's Jewish population resides on the Peninsula. The JCC expansion addresses its demand for greater square footage, given its growth in membership (over 10,000

had to confront several enormous challenges simultaneously including finding a temporary site for this summer's programming, while at the same time navigating clean-up, insurance assessment, and planning to rebuild the camp.

Miraculously, within 6 weeks of the fire (and with help from JCRC and the Federation), Camp Newman found a temporary home at Cal Maritime in Vallejo. However, the costs of running a temporary rental site for the next few summers are significant. The Federation's Endowment Fund stepped in with a three-year emergency grant to help Camp Newman create a temporary home for the 1,000 kids heading to camp this summer. Camp Newman's resilience in the face of adversity reminds us that a community is both the structures that surround it and the people who comprise it.



**The Show Must Go On: URJ Camp Newman Summer Programs**

In the six months since the North Bay wildfires destroyed URJ Camp Newman, the camp's leadership has



**It Takes a Village: San Francisco Campus for Jewish Living**

One of the most ambitious real estate projects in the Bay Area

Jewish landscape is the transformation of the 127-year-old Jewish Home, renamed San Francisco Campus for Jewish Living, into a one-stop campus for older adults and their families. It offers a continuum of residential options, medical care, social services, wellness and fitness, retail, arts and culture, and recreational and social activities in one bustling hub. When complete, the \$140 million construction project will double the number of people served each day on the Silver Avenue campus, empowering older adults to find everything they need in one "public square" that is both a vibrant physical place and a virtual online community. The campus' designed physical spaces, communal programs, and virtual site will ensure that no senior feels isolated or alone, and everyone is supported, seen, and heard.



Wendy Werba is a Senior Program Officer at the Jewish Community Federation and Endowment Fund, where she leads local impact strategy, organizational partnerships, community building and advocacy. Wendy manages seed funding and capital grantmaking, as well as a portfolio of agency relationships including Jewish overnight camps.

**Making Space for Community**  
Designing Jewish experiences that connect people, generate a sense of belonging, and inspire a shared purpose.



**Taking Belonging to New Heights: Camp Teenage**

As the Federation of the North Bay Area's largest Jewish youth program, Camp Teenage has been a cornerstone of the community for decades. This year, the camp is expanding its reach to include more youth from the Peninsula and the Bay Area.

**A Time to Grow: Oshman Family JCC**

The Oshman Family JCC anchors the 8.5-acre Taube Koret Campus for Jewish Life, co-located with the Moldaw Family Residences in Palo Alto. Since opening in September 2009, the campus has created a hub for the region's Jewish community, providing high quality Jewish education, arts, fitness, youth engagement, and Israeli culture programs at its state-of-the-art facility.

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**Moving Forward Means Giving Back**

As the Federation of the North Bay Area's largest Jewish youth program, Camp Teenage has been a cornerstone of the community for decades. This year, the camp is expanding its reach to include more youth from the Peninsula and the Bay Area.

**CONSTRUCTING OUR FUTURE**

Jewish communities have always thrived on their ability to connect with each other around common identity, values, and traditions. This week we're looking at ways to build on that tradition and putting us on track to the future with the best and the brightest.



left page, newspaper

right page, glossy

two page spread, glossy

left page, glossy

right page, newspaper

# Digital/Email Advertising

Rates effective January 1, 2022

## 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

J. The Jewish News Promotion  
Turn Your Compassion into Action (sponsored email)  
To:  
Reply-To: J. The Jewish News Promotion

Graphic

Refugees need you. Now more than ever.  
Make your year-end donation to HIAS today.

HIAS, the world's oldest and only Jewish refugee protection organization, is leading the Jewish community's response to the global refugee crisis, assisting refugees and asylum seekers in the U.S. and around the world.

**DONATE**

**HIAS** Welcome the stranger.  
Protect the refugee.

UNITED STATES AMIRA AUSTRIA BELGIUM CHAD COLOMBIA COSTA RICA  
ECUADOR GREECE ISRAEL JEMBA MEXICO NAGARA PERU VENEZUELA

**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.



# Digital/Email Advertising

Rates effective January 1, 2022

Banner Ad Top



THE BAND'S VISIT JAN 11-FEB 6 GOLDEN GATE THEATRE GET TICKETS

**J** The Jewish News of Northern California

Berkeley Moshav has design, now seeks members for Jewish co-housing project  
BY SUE FISHKOFF

From baby food to superfood, this couple's chain is all about vitality  
BY ALIX WALL

Most Popular on J.

1. Drake nixes Grammys; Jon Stewart talks Harry Potter; etc.
2. Searching for context after Israeli-Norwegian drama 'Girl From Oslo'
3. Wheatland High takes 'disciplinary action' after swastika stunt
4. Berkeley Moshav has design, seeks members for Jewish co-housing project
5. 'Fun fact' about Steph Curry's Hebrew tattoo makes a splash on Twitter

Support J.  
So you made it all the way to the end of today's newsletter. We suspect that means you value the news and perspectives we bring to you inboxes throughout the week. If we're right about that, consider helping us out with a donation. Any amount helps us continue to bring you news that you value from across Northern California and around the world.

DONATE

THE BAND'S VISIT JAN 11-FEB 6 GOLDEN GATE THEATRE GET TICKETS

## 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.

Banner Ad Bottom



# Digital/Web Advertising

Rates effective January 1, 2022

The screenshot shows the website layout with several ad placements:
 

- Leaderboard/mobile:** A banner at the top for 'THE BAND'S VISIT' with 'NOW THRU FEB 6 GOLDEN GATE THEATRE' and a 'GET TICKETS' button.
- Medium rectangle:** A 'Subscribe to our Newsletter' form on the right side.
- Another Medium rectangle:** A 'TONY AWARD WINNER! BEST MUSICAL' banner for 'THE BAND'S VISIT' with 'GET TICKETS' and dates 'JAN 11-FEB 6 - GOLDEN GATE THEATRE'.
- Half page:** A large vertical banner for 'THE BAND'S VISIT' featuring a woman playing a violin, with 'GET TICKETS' and dates 'JAN 11-FEB 6 GOLDEN GATE THEATRE'.
- Main Content:** An article titled 'Berkeley Moshav has design, now seeks members for Jewish co-housing project' with a large image of a modern building.
- Most Popular:** A list of five popular articles on the right side.

← Leaderboard/mobile

← Medium rectangle

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

← Half page

## 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](mailto:sjackson@western-web.net)

## 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.

## 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**



# Full Page Ad Specifications

## 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"**

**DROP THE SCISSORS**

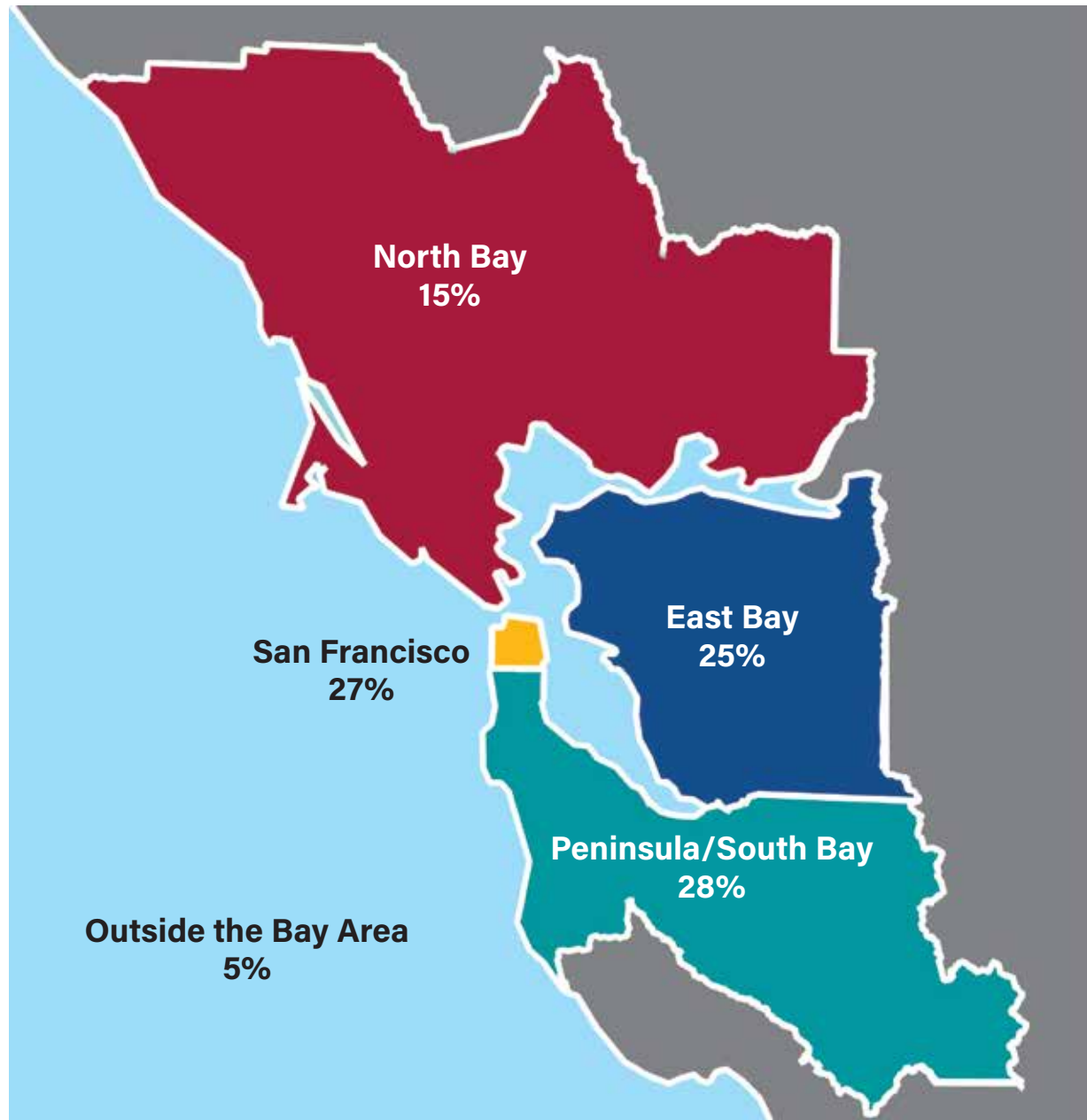
Stop clipping articles to send to your kids and grandkids.  
Simply tell them to follow J. on Instagram.  
(They'll know what that means)

**J.** → Instagram  
@jewishnews\_sf

← 10.75" x 13"  
bleed ad

← 9.5" x 11.75"  
safe zone

# Print Distribution



***Reach: 35,000 readers per issue\****