

# THE JEWISH NEWS

## of Northern California

# Media Guide 2023

# 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.***



# Print Rates and Sizes

## RATES *Effective January 1, 2023*

SIZE	1x	4x	8x	12x	26x	Non-profit
1/24 page	\$215	\$195	\$185	\$175	\$150	\$150
1/12 page	\$405	\$355	\$335	\$315	\$270	\$270
1/8 page	\$625	\$550	\$520	\$485	\$425	\$425
1/6 page	\$805	\$710	\$665	\$620	\$545	\$545
1/4 page	\$1,215	\$1,065	\$990	\$930	\$815	\$815
1/3 page	\$1,585	\$1,390	\$1,300	\$1,210	\$1,060	\$1,060
3/8 page	\$1,775	\$1,550	\$1,450	\$1,345	\$1,175	\$1,175
1/2 page	\$2,430	\$2,125	\$1,995	\$1,860	\$1,650	\$1,650
3/4 page	\$3,745	\$3,285	\$3,080	\$2,880	\$2,540	\$2,540
Full page	\$4,860	\$4,280	\$3,990	\$3,720	\$3,250	\$3,250

COVER POSITIONS	1x	4x	8x	12x	26x	Non-profit
Inside Front Cover	\$5,350	\$4,705	\$4,390	\$4,095	\$3,590	\$3,590
Inside Back Cover	\$5,105	\$4,495	\$4,190	\$3,810	\$3,420	\$3,420
Back Cover	\$5,590	\$4,920	\$4,595	\$4,280	\$3,755	\$3,755

Rates are not commissionable. Color included.

Add 15% for far forward or premium page reservation (1/2 page or larger only).

## 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"



# 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.

### 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.

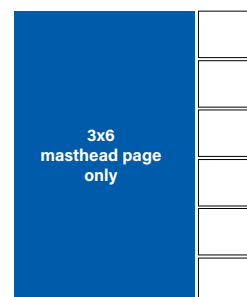
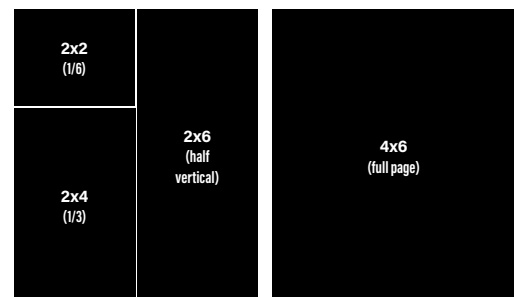
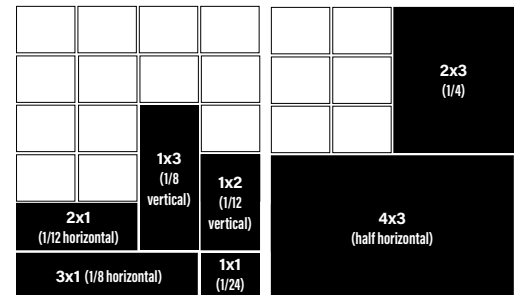
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### Masthead page only:

3/4      3 x 6      7.20" x 11.83"

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all text and logos should be at least .5" in from the edges = live area is 9.5" x 11.75"



# Glossy Center Pages

Rates effective March 1, 2023

## 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

\$5,000 for two page spread

\$7,000 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.

As all these Jewish places demonstrate, making space for community is critical. As we support these organizations, the projects go beyond capital improvements and facilities. They are spaces where people feel at home—where they gather, connect, become part of something bigger—and that's where the real magic of community building happens.



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**

Jewish history in the Bay Area is rich and varied. From the early days of settlement to the present, the region has been a place of growth and change. The Jewish Community Federation and Endowment Fund is committed to supporting the growth and development of the Jewish community in the Bay Area. This includes providing financial support for a variety of programs and services, including the expansion of the Oshman Family JCC and the San Francisco Campus for Jewish Living.

left page, newspaper

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

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**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

two page spread, glossy

**Moving Forward Means Giving Back**

As the Jewish community grows, so do the needs of our members and the broader community. The Jewish Community Federation and Endowment Fund is committed to supporting the growth and development of the Jewish community in the Bay Area. This includes providing financial support for a variety of programs and services, including the expansion of the Oshman Family JCC and the San Francisco Campus for Jewish Living.

**CONSTRUCTING OUR FUTURE**

Jewish communities face unique challenges and opportunities. The Jewish Community Federation and Endowment Fund is committed to supporting the growth and development of the Jewish community in the Bay Area. This includes providing financial support for a variety of programs and services, including the expansion of the Oshman Family JCC and the San Francisco Campus for Jewish Living.

left page, glossy

right page, newspaper



Call your ad rep for a sample.



# Digital/Email Advertising

Rates effective January 1, 2023

## 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: \$550

### 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, 2023

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, 2023

The screenshot shows the website's layout with several ad spots: a top banner for 'THE BAND'S VISIT' (NOW THRU FEB 6, GOLDEN GATE THEATRE, GET TICKETS), a newsletter sign-up box, a 'MOST POPULAR' list, and a 'Half page' ad for 'THE BAND'S VISIT' (TONY AWARD WINNER! BEST MUSICAL, GET TICKETS, JAN 11-FEB 6, GOLDEN GATE THEATRE). The main article is titled 'Berkeley Moshav has design, now seeks members for Jewish co-housing project'.

← 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 (4 x 6) 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**

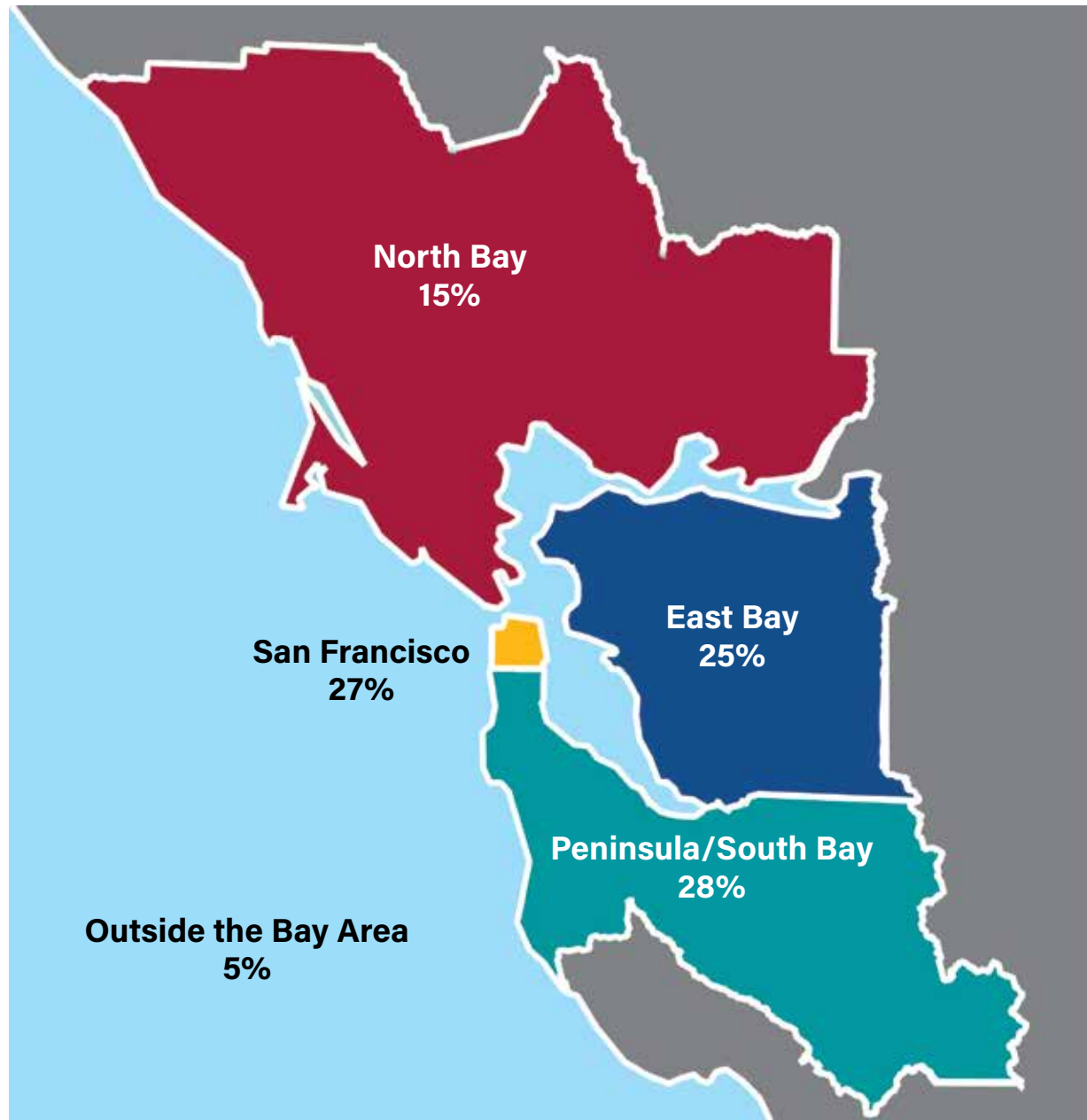
Stop clipping articles to send to your kids and grandkids.  
Simply tell them to follow J. on Instagram.  
(They'll know what that means)

 **Instagram**  
@jewishnews\_sf

← 10.75" x 13"  
bleed ad

← 9.5" x 11.75"  
safe zone

# Print Distribution



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

# The Bagel Report



## ABOUT THE BAGEL REPORT AND J.

The Bagel Report is a once a week pop-culture entertainment podcast featuring award-winning culture and entertainment writers Esther D. Kustanowitz and Erin Ben-Moche. Each episode, these entertainment junkies discuss all things Jewish in the arts & entertainment world while exploring how Jewish identity is portrayed on the big and small screen.

## THE BAGEL REPORT DISTRIBUTION

The Bagel Report is produced by Folkmedia and distributed on all major podcast channels including Apple, Google, Libsyn Classic Feed and Spotify. The show is cross-posted on Jewfolk's properties, and marketed across Jewfolk and J's social media channels. The Bagel Report currently is Folkmedia's top podcast.

### J. Distribution and Reach

- 🍷 35,000 regular print readers per issue
- 🍷 17,000 email newsletter subscribers
- 🍷 200,000 unique web page views monthly
- 🍷 20,000 followers on Facebook, Twitter and Instagram

### Rates and Packages

<b>\$600</b>	1 Sponsored Episode Only sponsor for one hour episode Placement after host intro, after 15 minutes and after 30 minutes Copy may be read by hosts or submitted as mp3 file (your choice)
<b>\$1,000</b>	1 Sponsored Episode + digital ad on J e-newsletter Newsletter banner ad for one week, minimum of 3 newsletters/week Ad size: 600 x 90 pixels
<b>\$1,250</b>	1 Sponsored Episode + digital ad on Jweekly.com Web Ad is 300 x 250 pixels and will run for one month
<b>\$1,500</b>	Digital Deluxe: 1 Sponsored episode + digital newsletter ad + ad on Jweekly.com
<b>\$1,400</b>	1 Sponsored Episode + 1/6 page print ad Print ad is 4.75" x 3.83", 300 dpi. Special deal: J will create your first print ad free!
<b>\$2,000</b>	<b>Bargain Package! Get it All:</b> 1 Sponsored Episode + digital ad in newsletter + ad on Jweekly.com + 1/6 page print ad