Media Guide
2023
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

**Print Rates and Sizes**

### Rates

**Effective January 1, 2023**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>12x</th>
<th>26x</th>
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<td>$3,990</td>
<td>$3,720</td>
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### Cover Positions

Rates are not commissionable. Color included. Add 15% for far forward or premium page reservation (1/2 page or larger only).

<table>
<thead>
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<th>COVER POSITIONS</th>
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<tbody>
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<td>Inside Front Cover</td>
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### AD SIZES

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

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.

E-mail ads to your ad rep AND to art@jweekly.com.
Identify your organization in the subject field of the email.

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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
$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

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

Graphic

Subject Line

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.
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

Rates effective January 1, 2023

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

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 (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”**

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**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)

@jewishnews_sf
Print Distribution

North Bay 15%
San Francisco 27%
Peninsula/South Bay 28%
East Bay 25%
Outside the Bay Area 5%

Reach: 35,000 readers per issue*

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

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