



# J THE JEWISH NEWS of Northern California

# Media Guide 2026

# ABOUT US

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

15,000+ email subscribers

100,000+ Web page views monthly

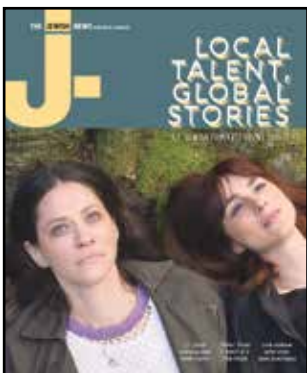
20,000+ followers on Social Media

***Our readers are affluent, educated and involved.***



415.263.7202 • [JWEEKLY.COM](http://JWEEKLY.COM)

# 2026 PUBLISHING SCHEDULE



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

\*Date change due to Monday holiday

All dates subject to change | Updated January 27, 2026

# PRINT: Specifications

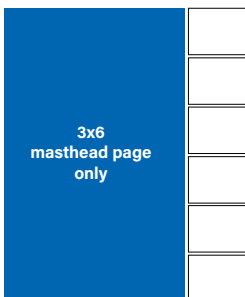
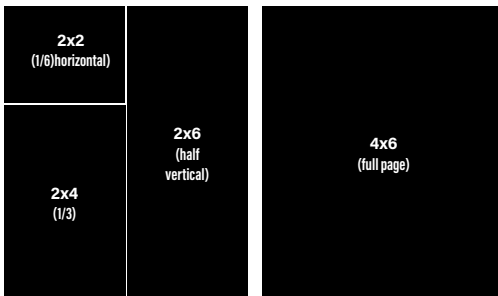
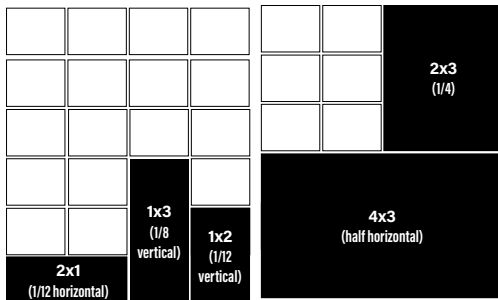
## AD SIZES

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

*Masthead page only:*

3/4      7.20" x 11.83"      3 x 6

**Full Page**      10.75" x 13"  
all text and logos should be at least .625" in from the bleed edges = live area is 9.5" x 11.75"



## SUBMITTING CAMERA-READY ADS

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

**PDF files are preferred.** .jpg, .png, .tif accepted.

Files must be print or press (not screen) optimized.

PDF must be exported at a minimum of 300 dpi.

Check bleed and live area dimensions for full page ads.

Please see separate FULL PAGE BLEED SPECIFICATIONS in this media guide.

### WHEN YOU ARE CREATING ADS

Minimum photo/art/logo resolution is 300 dpi.

**Ads with a white background must have a border.**

Color must be CMYK or grayscale only (no RGB or spot color).

**Use only one color black: 0% C, 0% M, 0% Y, 100% K**

blacks made up of all four colors can result in registration misalignment on the press.

Use Type 1 or Open Type fonts only. If unsure, convert text to outlines.

Do not use transparencies.

Reversed lines must be at least 1 point in width.

**Illustrator:** Convert all fonts to outlines and embed all artwork.

**Uncheck "Preserve Illustrator Editing Capabilities" when exporting to pdf.**

**Photoshop:** Flatten all layers. **Uncheck "Preserve Photoshop Editing Capabilities" when exporting to pdf.**

This will create a smaller file size and allow you to email the ad to your sales rep.

## SUBMITTING ART FOR OUR DESIGNERS

Our in-house design team can create your ad for no additional charge. Send all art, logos and photos at 300 dpi resolution at 100% size as jpg, tiff, pdf, ai, ps or eps files.

We can NOT use photos or logos from your website; please send separate, high-resolution files.



# PRINT: Center Spread Pages

## SPECIAL ADVERTISING AND PROMOTION OPPORTUNITY

An opportunity to highlight your marketing message in the center spread of J. This center section is a fraction of the cost of direct mail efforts

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

## CENTER SECTION RATES

\$5,000 for two page spread  
\$7,000 for all four pages

*Rates effective January 15, 2026*

SPONSORED BY THE JEWISH COMMUNITY FEDERATION AND ENDOWMENT FUND



**A Time to Grow: Ohman Family JCC**  
The Ohman Family JCC anchors the 8.5-acre Taube Koret Campus for Jewish Life, co-located with the Midway 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 members), diversification of programs, and need for places to gather, engage, and celebrate Jewish life. The project's centerpiece is the Pavilion & Park, designed to add green space, play areas, and a two-story activity center. The campus looks and feels like an intergenerational town square, with preschool parents chatting over coffee in the café next to techies working on laptops and older adults relaxing after a class or workout.



**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.



**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 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.



Wendy Verba is a Senior Program Officer at the Jewish Community Federation and Endowment Fund, where she leads local impact strategy, organizational partnerships, community building and convening. 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.

At the Ohman Family JCC, the Ohman Family JCC anchors the 8.5-acre Taube Koret Campus for Jewish Life, co-located with the Midway 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**  
Being part of a community entails more than just receiving support and resources. It also means contributing back to the community in meaningful ways. At the Ohman Family JCC, the Ohman Family JCC anchors the 8.5-acre Taube Koret Campus for Jewish Life, co-located with the Midway 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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right page

two page spread

left page



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Call your ad rep for a sample.

# PRINT: Full Page Bleeds

## FULL PAGE (4 x 6) AD GUIDELINES

Final document size should be **10.75" x 13.00"** (this includes the bleed)

All artwork, photos, backgrounds should extend to the bleed edges

All text and logos should be at least .625" in from all edges (safe zone 9.5" x 11.75")

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

Color must be CMYK (not RGB or spot color) and at least 300 dpi at 100% size

### Our thanks to these donors who have kept local Jewish journalism vibrant and strong with their major gifts in 2023 and 2024.

<b>\$50,000+</b>	<b>\$25,000+</b>	<b>\$15,000+</b>	<b>\$10,000+</b>
<ul style="list-style-type: none"> <li>California Local News Fellowship</li> <li>Lisa and Douglas Goldman Fund</li> <li>Jewish Community Federation and Endowment Fund</li> <li>Koret Foundation</li> <li>The Koum Family Foundation</li> <li>The Lemala Fund</li> <li>Craig Newmark Philanthropic Fund</li> <li>Bernard Osher Jewish Philanthropies Foundation*</li> </ul>	<ul style="list-style-type: none"> <li>Newton and Rochelle Becker Charitable Trust</li> <li>The Donald and Carole Chaiken Foundation*</li> <li>Frederick J. Isaac Philanthropic Fund</li> <li>Laura and Gary Lauder</li> <li>The Lenfest Institute for Journalism</li> <li>Fred Levin, The Shenson Foundation</li> <li><i>in memory of the Shenson and Levin Families</i></li> <li>Libitzky Family Foundation*</li> <li>Rob and Eileen Ruby Philanthropic Fund*</li> <li>Taube Foundation for Jewish Life &amp; Culture</li> </ul>	<ul style="list-style-type: none"> <li>Nadine Joseph and Neil Goteiner</li> <li>LION Publishers</li> <li>LSP Family Foundation</li> <li>Laszlo N. Tauber Family Foundation/Ingrid D. Tauber</li> </ul>	<ul style="list-style-type: none"> <li>The Aaron and Marie Blackman Charitable Fund*</li> <li>Steven Dinkelspiel</li> <li>The Klion Springwater Coven Family Foundation</li> <li>Amy Lit and Andy Rittenberg</li> <li>Maimonides Fund</li> <li>The Milton and Sophie Meyer Fund</li> <li>John Pritzker Family Fund</li> <li>The Harry and Jeanette Weinberg Foundation</li> <li>Yerba Buena Fund</li> </ul>
<b>\$5,000+</b>	<b>\$2,500+</b>		
<ul style="list-style-type: none"> <li>Tanya and Mark Bernstein*</li> <li>Contra Costa JCC</li> <li>Suzanne D'Arcy and Jerry Yanowitz</li> <li>Lisa Drehmel</li> <li>The Etrog Fund</li> <li>Firehouse Fund</li> <li>Amy and Mort Friedkin</li> <li>Gaia Fund</li> <li>Tricia Gibbs</li> <li>John &amp; Marcia Goldman Foundation</li> <li>Eve Gordon-Ramek, <i>in memory of Kenneth Gordon</i></li> <li>Cheryl and Louis Haas</li> </ul>	<ul style="list-style-type: none"> <li>Yuliya and Arron Klein</li> <li>Emil Knopf z"l</li> <li>Rittenberg Family Foundation</li> <li>Patricia Rosenberg and Scott Nichols</li> <li>Susan and Ori Sasson</li> <li>Stacy Schusterman</li> <li>William Schwartz</li> <li>Jorun and Harmon Shragge</li> <li>Mary and Steven Swig</li> <li>Eli Weil z"l</li> <li>The Lawrence Weissberg Foundation</li> <li>Carol A. Weitz</li> </ul>	<ul style="list-style-type: none"> <li>Isaac Applbaum</li> <li>Bank of San Francisco</li> <li>Liz Berman and Richard Fiedotin*</li> <li>Lynn Brinton and Daniel E. Cohn*</li> <li>Diana Cohen and William Falik</li> <li>Tria and Barrett Cohn</li> <li>Dana Corvin and Harris Weinberg*</li> <li>Fayne Family*</li> <li>Claudia Felson*</li> <li>Susan and Howard Geifman*</li> <li>Sally and Richard Goodman</li> <li>William &amp; Flora Hewlett Foundation</li> <li>Jennifer and Eitan Horna</li> <li>Sarah and Jordan Hymowitz</li> </ul>	<ul style="list-style-type: none"> <li>Alex Ingersoll and Martin Tannenbaum</li> <li>Roslyn Kahn*</li> <li>Steven Kay</li> <li>Cathy and Jim Koshland</li> <li>Daryl Messinger and Jim Heeger*</li> <li>Jessica Pers and Robert Stein</li> <li>Anne and Nathan Petrowsky*</li> <li>RMLow Foundation</li> <li>Nanette Rowe and Gary Leight</li> <li>David Saxe*</li> <li>Joelle Steefel*</li> <li>Judy Tick and Steven Ganz</li> <li>Efrat and Richard Weisfield*</li> <li>Carey and Noah Wintroub</li> </ul>
<b>\$1,800+</b>			
<ul style="list-style-type: none"> <li>Fraidy Aber and Tani Weiner</li> <li>Pam and Larry Baer</li> <li>Katherine and Marc Berger</li> <li>Amy and Matt Berler*</li> <li>Sandra Bragar and Jerome Rossen</li> <li>Julie and Paul Candau</li> <li>Daccarett Bernstein Family</li> <li>Ofra Daniel and John Gertz</li> <li>Iliana DeBare and Sam Schuchat</li> </ul>	<ul style="list-style-type: none"> <li>Julie Dorsey and Daniel Leemon</li> <li>Leslie and Raphael Edelman</li> <li>Carol and Howard Fine*</li> <li>Lisa C. Friedman and James D. Harris*</li> <li>Eileen Ingenthron</li> <li>Carol Kaganov</li> <li>Jo Ellen Green Kaiser</li> <li>Lily Kanter and Marc Sarosi</li> <li>Kendra and Thomas Kasten</li> </ul>	<ul style="list-style-type: none"> <li>Barbara and Ron Kaufman*</li> <li>Quentin L. Kopp</li> <li>Barry Kramer</li> <li>Felicia Hsin Liu and John Tamor Citron</li> <li>Caroline Fromm Lurie and Rabbi Brian Lurie*</li> <li>Michal and Guy Miasnik</li> <li>Barbara Oshman</li> <li>Rachel Paley</li> </ul>	<ul style="list-style-type: none"> <li>Joann T. and Richard Phillips*</li> <li>Sharon Rogoff</li> <li>San Francisco Humanities, Inc.</li> <li>Lydia Shorestein</li> <li>Sinai Memorial Chapel</li> <li>Holly and Jeff Ullman*</li> <li>Beth-Ann Schwabacher-Wenger and Marvin Wenger</li> <li>The Bennett and Donna Yanowitz Family Foundation</li> </ul>

We are grateful for the special support from the Jewish Community Federation & Endowment Fund, The Lemala Fund and the Craig Newmark Philanthropic Fund.

And our anonymous donors at these levels

\*A Donor-Advised Fund of the Jewish Community Federation and Endowment Fund

9.5" x 11.75" safe zone  
(dashed line does not print)

10.75" x 13" bleed edge



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# PRINT: 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 Betty Estes at  
209.832.4204  
or [betty@wescographics.com](mailto:betty@wescographics.com)

## 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.

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:**

Must be delivered the Friday before publication date to:

**Wesco Graphics, Inc.**

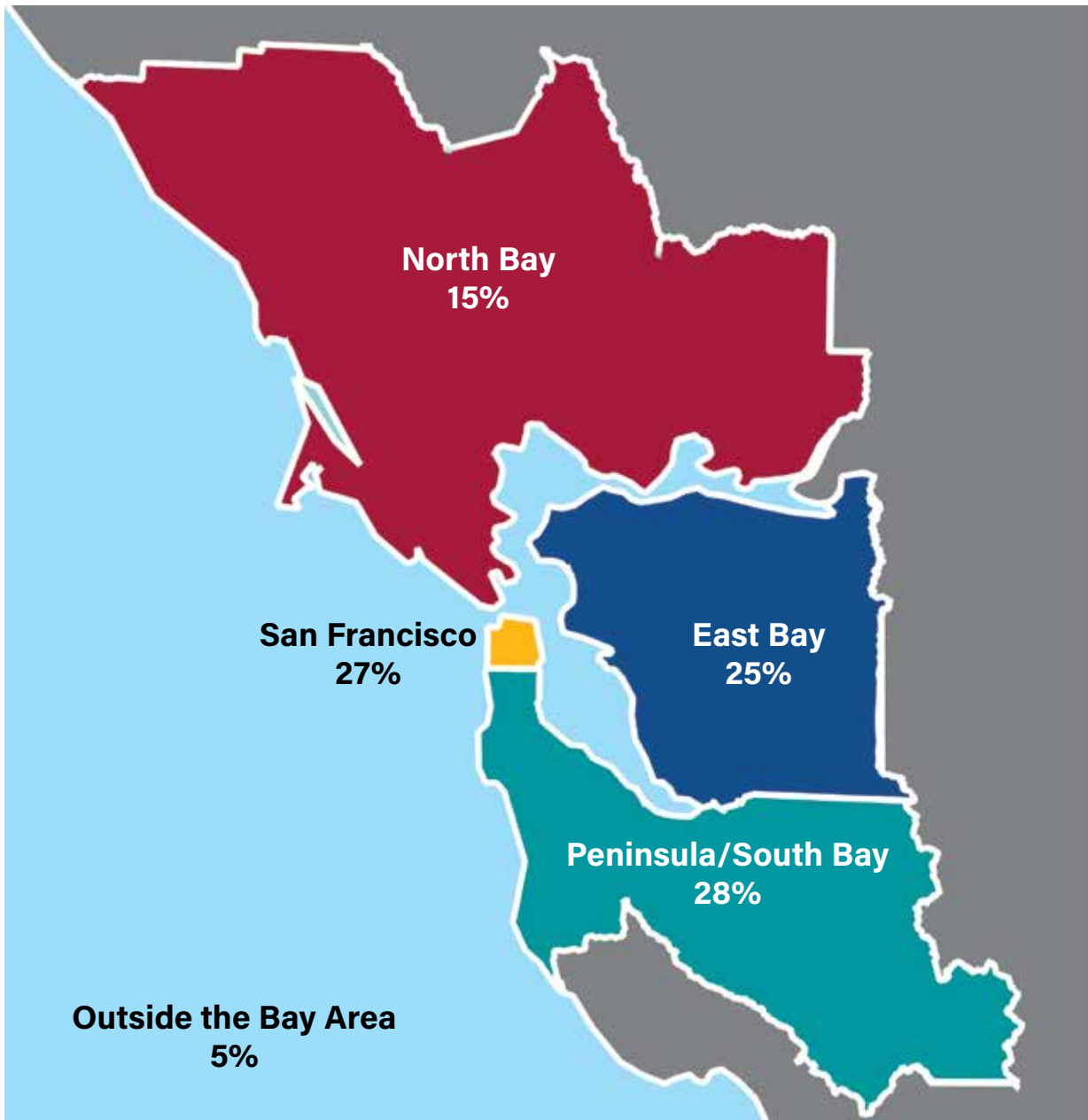
**410 East Grant Line Road, #B**

**Tracy, CA 95376**

**Attention: Betty Estes**



# PRINT: Distribution



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

*\*Based on three readers per copy; 12,000 circulation*



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# DIGITAL: E-blasts

Effective January 15, 2026

Subject Line

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

Graphic



## DEDICATED E-BLASTS

Ad message sent to J's digital subscribers with just your content.

A subject line for the email

**RATE: \$900**

## SPECS:

- Subject line
- Preview text that appears with the subject line in the inbox:  
up to 150 characters
- URL link
- Graphic file size should be under 1 MB.  
**600 pixels wide** x 900 pixels tall (or any height)

## Guidelines & Deadlines:

Content must be provided as either .jpg or .png and RGB color format.

Ads are due 3 business days prior to send date. Send date must be reserved in advance.



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# DIGITAL: Newsletter Banners

Effective January 15, 2026

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

A four-story building arranged around an open courtyard and parking spaces for 50 bicycles are part of the recently completed design for Berkeley Moshav, a Jewish co-housing community planned for Berkeley.

READ MORE

BY ALIX WALL

"We metamorphosed from making baby food to acai bowls, which have been

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 ewastika stunt

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 your inbox 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

Banner  
Ad Bottom



E-newsletters reach 15,000+ digital subscribers per day with an ad message embedded at the **top** and **bottom** of J's content

Total of five consecutive newsletters.

**RATE: \$500**

**SPECS:**

- URL link
- Ad size: 600 x 90 pixels

**Guidelines & Deadlines:**

Content must be provided as either .jpg or .png and RGB color format.

Ads are due 3 business days prior to send date. Send date must be reserved in advance.



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# DIGITAL: Newsletter Squares

Effective January 15, 2026



Square ad in  
Your Sunday J.

Ad appears at the bottom  
of J's daily e-newsletter  
OR  
in the middle of Your Sunday J.

**RATE \$400/DAY**

**SPECS:**

- URL link
- Ad size: 400 x 400 pixels

**Guidelines & Deadlines:**

Content must be provided as  
either .jpg or .png  
and RGB color format.

Ads are due 5 business days prior  
to send date. Send date must  
be reserved in advance.

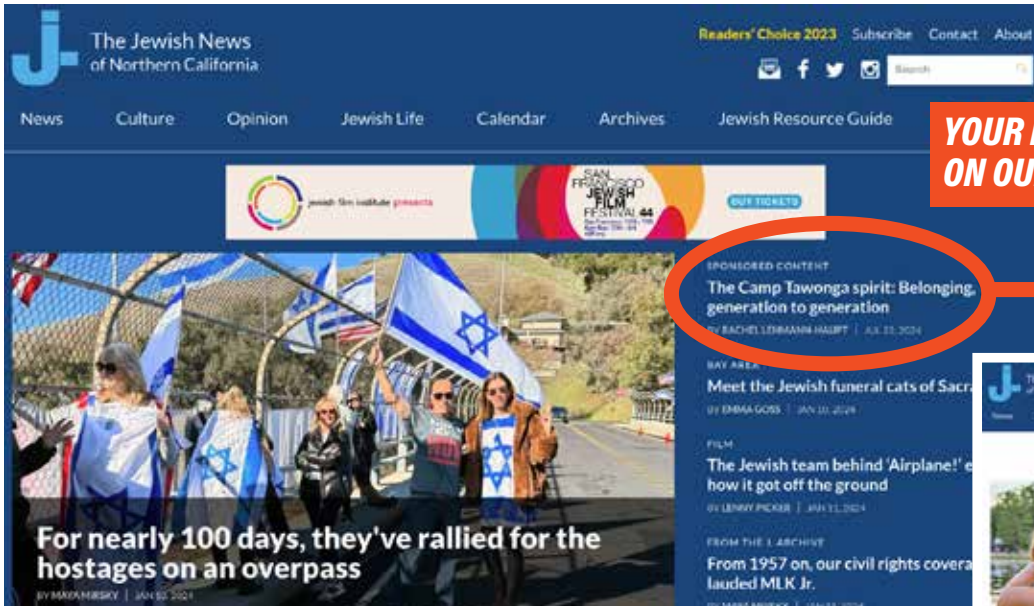


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# J.'s Branded Content Studio

HOW IT CAN TELL YOUR STORY, AND BOOST YOUR BRAND

By developing and publishing stories that advance your institution/goals while maximizing reader appeal, we'll help you leverage the strength of your brand story to share with both your audience and J's audience. This type of underwritten content gives you an opportunity to provide us with the resources we need to produce quality journalism in a priority area that might not otherwise get ample coverage by our editorial team. By working with J., you'll benefit from our brand reach, our community relationships, and journalistic expertise to engage audiences in a different way than possible through traditional advertising.



**YOUR BRAND MESSAGE DELIVERED ON OUR WEBSITE HOME PAGE...**

**...IN OUR PRINT EDITION...**



**...AND IN EMAIL NEWSLETTERS!**

**THE JEWISH NEWS**  
of Northern California

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# J.'s Branded Content Studio

Rates effective January 1, 2025

## PRICING

**1**

**partner story**  
**\$5,000**

**3**

**partner stories**  
**\$3,750 each**

**10**

**partner stories**  
**\$3,000 each**

## EACH PACKAGE INCLUDES

### DELIVERABLES

- One full-page article, with photos in print
- One J. daily newsletter inclusion
- Two curated posts for your Facebook page
- Placement on the home page of J.'s website for three days

### BRAND DEVELOPMENT

- 1 hour interview with you
- Review of your current marketing materials

### RESEARCH

- Any research needed for the article
- Professional writing and copyediting
- 700 word minimum article

### PHOTO EDITING

- You provide photos; we ensure they are print ready

### PAGE DESIGN



## MEASURING SUCCESS

**You get performance data for each story — including pageviews, pickups from partner media outlets, and other key metrics such as social impressions.**

**Call Steve Gellman today at (415) 263-9202 to discuss how J.'s Branded Content Program can deliver your message.**



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