



PRODUCTION REQUIREMENTS

Adobe PDF is the preferred format for artwork. PDF files should be delivered as CMYK or grayscale, fonts must be embedded, and transparent objects should be flattened. Use the PDF/X-1a export option to create a proper PDF file for print production. Ads must be sent in PDF to be eligible to receive discounts. We may be able to accept other file formats. Please call (312) 357-4845 to discuss. Multiple ads should be in separate emails with appropriate subject headers.

Specifications: Color images: composite CMYK or grayscale. Resolution for color is 300 dpi. Resolution for grayscale is 200 dpi. Please supply images as JPEG, TIFF or EPS. Bitmapped images must be supplied at 600 dpi.

If your ad requires formatting: Send text via email, free of graphics. Send graphics as JPEG, TIFF or EPS at 300 dpi. Send clear instructions along with files. To insure your receipt of an ad proof, artwork must arrive at the JUF News office on or before noted deadline. Please see advertising and editorial calendar.

DIMENSIONS

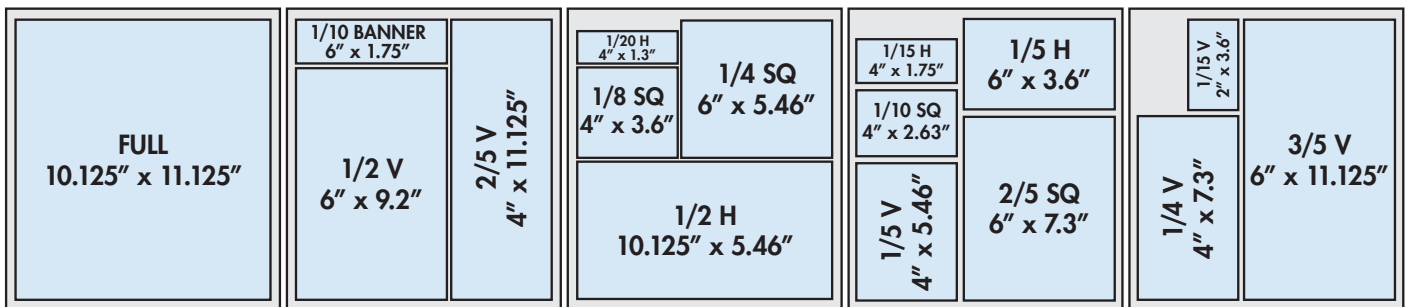
SIZE	Vertical	Horizontal	Square
Full	10.125" x 11.125"	--	--
3/5	6" x 11.125"	--	--
1/2	6" x 9.2"	10.125" x 5.46"	--
2/5	4" x 11.125"	--	6" x 7.3"
1/4	4" x 7.3"	--	6" x 5.46"
1/5	4" x 5.46"	6" x 3.6"	--
1/8	--	--	4" x 3.6"
1/10	--	banner 6" x 1.75"	4" x 2.63"
1/15	2" x 3.6"	4" x 1.75"	--
1/20	--	4" x 1.3"	--

Note: Full w/bleed = 11.375" x 12.5", page trimmed to 10.875" x 12"

RATES



SIZE	1X	3X	6X	9X	12X	Color
Full	3,163	2,876	2,713	2,561	2,415	+400
3/5	2,067	1,880	1,773	1,673	1,580	+260
1/2	1,675	1,525	1,437	1,356	1,280	+220
2/5	1,432	1,301	1,228	1,158	1,091	+180
1/4	945	859	803	750	700	+130
1/5	742	676	641	605	529	+100
1/8	526	476	453	425	354	+70
1/10	439	400	379	356	299	+55
1/15	349	318	301	285	234	+40
1/20	239	217	206	193	159	+25



FINE PRINT

These rates are effective for all ads to print on or after July 1, 2012, and supercede all previous rate cards. Rates are based on number of insertions advertiser schedules to run within their contract year. Advertiser's sizes and copy may change during the course of a contract year without affecting earned frequency discount. Advertisers will be short-rated if they do not schedule the amount of insertions upon which their billing has been based. Inserts are accepted depending on content and weight, at the discretion of the publisher. All ads must adhere to JUF News Advertising policies as stated in the "Terms & Policies" page available at juf.org. JUF News encourages all advertisers to participate actively in the community. Contributions to the Jewish United Fund and membership in appropriate affiliated agencies is strongly encouraged. For information about JUF's Corporate Partners program contact Julie Ann Sklaver at 312-357-4877.