



2009 GUIDE TO

JEWISH LIVING IN CHICAGO

Published by JUF News • www.juf.org

30 S. Wells Street, Chicago, IL 60606

Phone: 312-357-4848 • Fax: 312-855-2470

January 2009

The JUF News **Guide to Jewish Living in Chicago** is the one annual publication every Jewish home, business, and institution in the Chicago area uses.

This year the **Guide** will provide the Jewish community of Chicago with a comprehensive listing of all the businesses, organizations, and individuals whose products and services enhance Jewish life in the Chicago area.

As a **Guide** advertiser, you'll appreciate the support this community shows in an unsurpassed showcase for your business or organization. The Chicago-area Jewish community, with high levels of education, home ownership, and purchasing power, is united in its support of the Jewish United Fund/Jewish Federation of Metropolitan Chicago.

This year's **Guide** will mail in July 2009, and will be used throughout 2009 as a resource book for all things Jewish. The online version of the **Guide** is available 24/7 at www.juf.org and is updated all year long to provide the most current information possible. The **Guide** is one of the most-visited areas of Chicago Jewish Community Online, the website of the JUF/JF, and is the source of the information in the print version of the **Guide to Jewish Living**. If you, or your organization is listed, you can check your listing at:
<http://www.juf.org/guide/complete.aspx>

The **Guide** is distributed to all JUF contributors, Jewish Community Centers, synagogues, libraries, cultural centers, and convention bureaus, and at such special community events as the Greater Chicago Jewish Folk Arts Festival and the Walk for Israel. Many congregations distribute the **Guide** in their new member kits, and copies of the **Guide** are frequently included in "lox boxes."

Spend your ad dollars where they will work for you year-round.

Robert Feiger
Advertising Director
312-357-4872

P.S. Be sure to reserve your advertising space by March 27 to be included in the most comprehensive directory for Jews in Chicago – the 2009 Guide to Jewish Living in Chicago. E-mail your reservation now to robertfeiger@juf.org.



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PUBLICATION DATES & DEADLINES

• The 2009 Guide to Jewish Living in Chicago is produced annually by JUF NEWS and published by the Jewish United Fund/Jewish Federation of Metropolitan Chicago. Circulation is 65,000 copies. It will arrive in homes in May 2009 and be continuously available in the Metropolitan Chicago area throughout the year.

Space Deadline: May 27

Art Deadline: June 3

PRODUCTION REQUIREMENTS

- Artwork must be sent in Adobe PDF format via e-mail to ads@jufnews.org to qualify for camera-ready-art discount of 15%. Color ads must be CMYK, resolution 1800 dpi and frequency 133 lpi. Black and White ads must be grayscale, resolution 1200 dpi and frequency 100 lpi. All fonts and images must be embedded. If ad bleeds off page, please add .6" to accommodate bleed. Please be sure to include this bleed in the pdf. If creating pdf with distiller, set to "press optimized."
- If ad requires formatting, send text in word document or Quark, free of graphics. Send graphics as eps or tiff at 300 dpi. Send clear instructions along with files, either on CD formatted for Mac or via e-mail. Artwork must arrive at the JUF News office on or before noted deadline.
- Please note: ad sizes and prices for the Guide to Jewish Living are different from those of the JUF News.

TERMS & COMMISSIONS

- Advertising Agencies: Commission of 15% is allowed to recognized agencies (insertion orders required).
- Invoices are payable within 30 days of contract date. Prepayment from new advertisers is requested.

POLICIES

- Acceptance of all advertisements is subject to publisher's approval. Advertiser assumes full responsibility for content of all advertising space. Sales representatives are not authorized to make any representation about editorial content.
- Advertiser or agency agrees that the publisher will be under no liability for the publisher's failure, regardless of circumstances, to insert any advertising.

PREFERRED POSITIONS

- Contact your sales representative for availability and prices.
- With the exception of the premium positions offered, the publisher does not guarantee the position of any advertisement in the magazine. However, when possible, the publisher will strive to satisfy position requests. Ads received after deadline will be placed at the discretion of the publisher.

CIRCULATION

- 65,000 copies mailed to Jewish homes (contributors to the Jewish United Fund), synagogues, Jewish conventions, festivals and major hotels throughout Chicagoland including selected community centers, libraries, bookstores & shops.

RATES

AD SIZE	WIDTH	DEPTH	B /W RATE	2C RATE	4C RATE
Full Page	7"	10"	\$2,670.00	\$2,745.00	\$2,945.00
2/3 PG (H)	7"	7 1/2"	\$2,065.00	\$2,140.00	\$2,340.00
2/3 PG (V)	4 5/8"	10"	\$2,065.00	\$2,140.00	\$2,340.00
1/2 PG (H)	7"	4 7/8"	\$1,468.00	\$1,543.00	\$1,743.00
1/2 PG (V)	4 5/8"	7 1/2"	\$1,468.00	\$1,543.00	\$1,743.00
1/3 PG (Q)	4 5/8"	4 7/8"	\$1,097.00	\$1,172.00	\$1,372.00
1/3 PG (V)	2 1/4"	10"	\$1,097.00	\$1,172.00	\$1,372.00
1/6 PG (H)	4 5/8"	2 3/8"	\$572.00	\$647.00	\$847.00
1/6 PG (V)	2 1/4"	4 7/8"	\$572.00	\$647.00	\$847.00
1/12 PG	2 1/4"	2 3/8"	\$306.00	\$381.00	\$581.00

Note: other shapes and sizes may be available – contact your advertising representative for information