



# JUF NEWS

2012 GUIDE TO JEWISH LIVING IN CHICAGO

## PUBLICATION DATES & DEADLINES

The **2012 Guide to Jewish Living in Chicago** is produced annually by **JUF News** and is published by the Jewish United Fund/Jewish Federation of Metropolitan Chicago. Its circulation is 65,000 copies, which are 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 and shops.

It will arrive in homes in October 2012 and be continuously available in the Metropolitan Chicago area throughout the year.

**Space deadline: Aug. 24, 2012**

**Art Deadline: Sept. 7, 2012**

## PRODUCTION REQUIREMENTS

**Artwork must be sent in Adobe PDF** format via e-mail to ads@jufnews.org to qualify for the camera ready art discount of 15%.

**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.

**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 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 the deadline will be placed at the discretion of the publisher.

## RATES

SIZE	Width	Depth	B/W Rate	2C Rate	4C Rate
Full	7"	10"	\$2,670	\$2,745	\$2,945
2/3 Pg (H)	7"	7.5"	\$2,065	\$2,140	\$2,340
2/3 Pg (V)	4.625"	10"	\$2,065	\$2,140	\$2,340
1/2 Pg (H)	7"	4.875"	\$1,468	\$1,543	\$1,743
1/2 Pg (V)	4.625"	7.5"	\$1,468	\$1,543	\$1,743
1/3 Pg (Q)	4.625"	4.875"	\$1,097	\$1,172	\$1,372
1/3 Pg (V)	2.25"	10"	\$1,097	\$1,172	\$1,372
1/6 Pg (H)	4.625"	2.375"	\$572	\$647	\$847
1/6 Pg (V)	2.25"	4.875"	\$572	\$647	\$847
1/12 Pg	2.25"	2.375"	\$306	\$381	\$581

Note: Full w/bleed = 8.5" x 11.25", page trimmed to 8" x 10.75"