

30 South Wells Street, Chicago, Illinois 60606

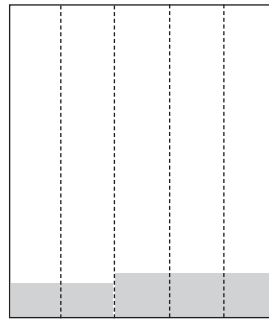
Sales: (312) 357-4872 • Production: (312) 444-2863 • Fax: (312) 855-2470

PRODUCTION REQUIREMENTS

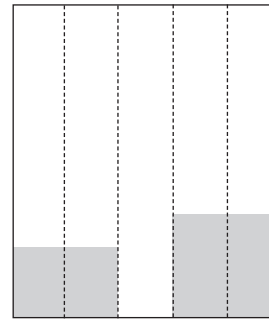
- **Adobe PDF.** This is the only acceptable format for artwork. Ads must be sent in PDF to be eligible to receive discounts. We may be able to accept other file formats. Please call 312-444-2863 to discuss.
Multiple ads should be in separate emails with appropriate subject headers.
- **Color** composite CMYK, resolution 1800 dpi and frequency 133 lpi.
- **Grayscale.** resolution 1200 dpi and frequency 100 lpi.
- All images or logos must be .tiff or .eps at 300 dpi.
- All fonts and images must be embedded.
If your ad requires formatting: - Send text via email, free of graphics. Send graphics as .eps or .tiff at 300 dpi. Send clear instructions along with files, either on Mac formatted CD or via email.
- **Proofs:** To insure your receipt of an ad proof, artwork must arrive at the JUF News office on or before noted deadline. Please see deadline schedule. Color proofs required for press match.

DIMENSIONS

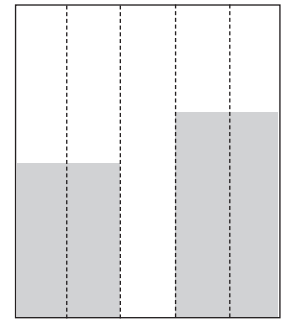
PAGE FRACTION	WIDTH IN INCHES	DEPTH IN INCHES
Full	10 1/8"	12 1/8"
Junior H	10 1/8"	8"
3/5	6"	12 1/8"
1/2V	6"	10"
1/2H	10 1/8"	6"
2/5BANNER	4"	12 1/8"
2/5 BOX	6"	8"
1/3 H	10 1/8"	4"
1/4V	4"	8"
1/4 SQ	6"	6"
1/5V	4"	6"
1/5H	6"	4"
1/8 SQ	4"	4"
1/10 H	4"	3"
1/10BANNER	6"	2"
1/15H	4"	2 1/4"
1/20	4"	1 1/2"



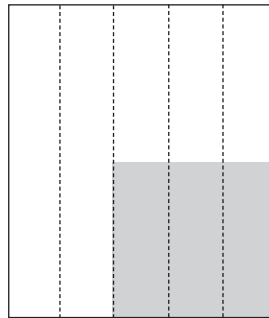
1/20 H
1/10 BANNER



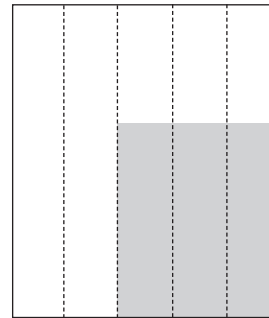
1/10 4" X 3"
1/8 SQ. 4" X 4"



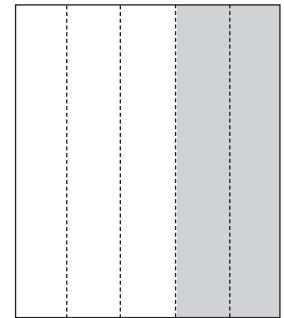
1/5 V 4" X 6"
1/4 V 4" X 8"



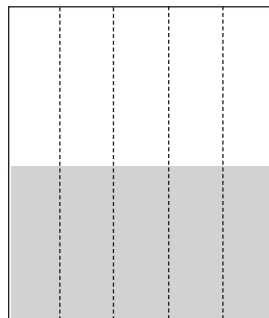
1/4 SQ 6" X 6"



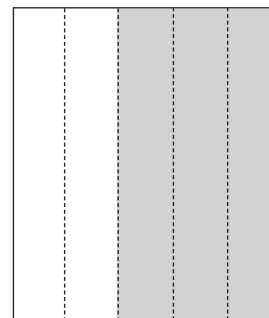
2/5 BOX 6" X 8"



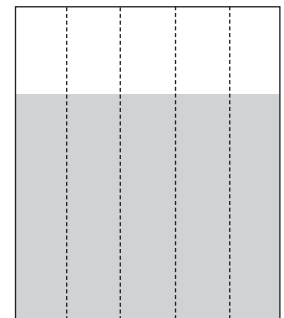
2/5 BANNER 4" X 12 1/8"



1/2 H 10 1/8" X 6"



3/5 6" X 12 1/8"



JUNIOR H 10 1/8" X 8"

SMALL PRINT

- These rates are effective for all ads to print on or after January 1, 2009, and supercede all previous rate cards. Rates are based on number of insertions advertiser schedules to run within their contract year. Advertiser's sizes & 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.

ADVERTISING RATES

SIZE	Frequency				
	1X	3X	6X	9X	12X
FULL	2,656	2,415	2,278	2,150	2,027
Junior	1,995	1,814	1,649	1,498	1,363
3/5	1,736	1,578	1,489	1,405	1,326
1/2	1,420	1,292	1,218	1,149	1,085
2/5	1,225	1,113	1,051	991	934
1/3	1,080	983	927	874	825
1/4	816	742	693	648	605
1/5	654	595	564	533	466
1/8	468	424	403	378	315
1/10	398	362	343	323	271
1/15	323	294	278	263	216
1/20	225	205	194	182	150

Add \$150.00 for a second color and \$400.00 for 4-color ads.

Send PDF files to:
ads@jufnews.org