



# JUF NEWS

2017 GUIDE TO JEWISH LIVING IN CHICAGO: PRINT EDITION

## PUBLICATION DATES & DEADLINES

The **Guide to Jewish Living in Chicago** is produced annually by JUF News and is published by the Jewish United Fund of Metropolitan Chicago. Its circulation is 45,000 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 **February 2017** and be continuously available in the Metropolitan Chicago area throughout the year.

**Space deadline: January 13, 2017**

**Art deadline: January 27, 2017**

## PRODUCTION REQUIREMENTS

Email ads to [jufnews@gmail.com](mailto:jufnews@gmail.com)

**Required material:** Adobe PDF is the preferred format for artwork. Use the **PDF/X-1a export option** to create a proper PDF file for print production. PDF files should be delivered as CMYK or grayscale, fonts must be embedded, and transparent objects should be flattened. Live matter should be 1/2" from trim edges. Ads must be sent in PDF to be eligible to receive discounts. We may be able to accept other file formats. Please email [jufnews@gmail.com](mailto:jufnews@gmail.com) to discuss.

**Specifications:** Images should be composite CMYK or grayscale. Resolution for color images is 300 dpi. Resolution for grayscale images is 200 dpi.

**If your ad requires formatting:** Send text and any graphics via email to [jufnews@gmail.com](mailto:jufnews@gmail.com). 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.

## ADVERTISING POLICIES

Acceptance of all advertisements is subject to approval of the publisher. 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.

## DIMENSIONS & RATES

Size	Width	Depth	B/W Rate	2C Rate	4C Rate
Full*	7"	10"	\$2,775	\$2,855	\$3,063
2/3 Pg (H)	7"	7.5"	\$2,150	\$2,225	\$2,433
2/3 Pg (V)	4.625"	10"	\$2,150	\$2,225	\$2,433
1/2 Pg (H)	7"	4.875"	\$1,530	\$1,590	\$1,795
1/2 Pg (V)	4.625"	7.5"	\$1,530	\$1,590	\$1,795
1/3 Pg (Q)	4.625"	4.875"	\$1,130	\$1,207	\$1,413
1/3 Pg (V)	2.25"	10"	\$1,130	\$1,207	\$1,413
1/6 Pg (H)	4.625"	2.375"	\$583	\$660	\$864
1/6 Pg (V)	2.25"	4.875"	\$583	\$660	\$864
1/12 Pg	2.25"	2.375"	\$312	\$388	\$592

\*Full w/bleed = 8.5" x 11.25", page trimmed to 8" x 10.75"

## PRODUCTION & ADVERTISING CONTACTS

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