

2018 MEDIA KIT

The 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 2019** and be continuously available in the Metropolitan Chicago area throughout the year.

SPACE DEADLINE: 11/30/18

ART DEADLINE: 12/14/18

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.

PRODUCTION & ADVERTISING CONTACTS

ROBERT FEIGER

Advertising Sales

312-357-4872, robertfeiger@juf.org

LINDSEY BISSETT

Visual Communications Manager

jufnews@gmail.com

DIMENSIONS & RATES

SIZE	WIDTH	DEPTH	B/W RATE	2C RATE	4C RATE
Full	7"	10"	\$2,775	\$2,855	\$3,063
Full w/bleed	8.5"	11.25"	\$2,775	\$2,855	\$3,063
2/3 H	7"	7.5"	\$2,150	\$2,225	\$2,433
2/3 V	4.625"	10"	\$2,150	\$2,225	\$2,433
1/2 H	7"	4.875"	\$1,530	\$1,590	\$1,795
1/2 V	4.625"	7.5"	\$1,530	\$1,590	\$1,795
1/3 Sq	4.625"	4.875"	\$1,130	\$1,207	\$1,413
1/3 V	2.25"	10"	\$1,130	\$1,207	\$1,413
1/6 H	4.625"	2.375"	\$583	\$660	\$864
1/6 V	2.25"	4.875"	\$583	\$660	\$864
1/12 Sq	2.25"	2.375"	\$312	\$388	\$592

PRODUCTION REQUIREMENTS

TRIM SIZE: 8" x 10.875"

SAFETY FROM TRIM: .5"

BLEED FOR FULL PAGE: .25" on all sides

FILE FORMAT: PDF/x-1a

COLOR: Composite CMYK or grayscale

Email ads to 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. Send ads without crop marks. PDF files should be delivered with fonts embedded, and transparent objects should be flattened. 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 to discuss.

SPECIFICATIONS: 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. 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*.