

# JUF NEWS

2017 ADVERTISING RATES

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Size	1X	3X	6X	9X	12X	Color
Full page	\$3,596	\$3,237	\$3,056	\$2,887	\$2,698	+\$400
3/5 page	\$2,351	\$2,115	\$1,997	\$1,880	\$1,763	+\$260
1/2 page	\$1,904	\$1,714	\$1,618	\$1,523	\$1,428	+\$220
2/5 page	\$1,612	\$1,450	\$1,370	\$1,289	\$1,208	+\$180
1/4 page	\$1,043	\$939	\$887	\$834	\$783	+\$130
1/5 page	\$811	\$730	\$689	\$649	\$608	+\$100
1/8 page	\$553	\$497	\$469	\$442	\$398	+\$70
1/10 page	\$456	\$411	\$388	\$365	\$343	+\$55
1/15 page	\$363	\$326	\$308	\$290	\$272	+\$40
1/20 page	\$241	\$219	\$208	\$195	\$161	+\$25

## TERMS & COMMISSIONS

**Advertising Agencies:** Commission of 15% is allowed to recognized agencies who provide camera-ready artwork. Insertion orders are required.

**Not-For-Profit Organizations:** A 20% discount on space charges is available to 501(c)3 not-for-profit organizations. Proof of non-for-profit standing as certified by a letter from the Internal Revenue Service is required. Not-for-profit organizations do not qualify for additional agency discounts. Contact your account executive for more information.

**Payment Policies:** Accounts over 30 days late will be considered past due. *JUF News* reserves the right to cancel future advertising for non-payment on past due accounts. In this case, advertiser will be short-rated for previous advertisements, and will also be required to prepay all future ads until credit is re-established.

## FINE PRINT

These rates are effective for all ads to print on or after January 1, 2017, and supercede all previous rate cards. Rates are based on number of insertions advertiser schedules to run within the contract year. Advertiser's sizes and 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. Pre-printed 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 "Advertising Terms & Policies" page available at [jufnews.org/advertising.aspx](http://jufnews.org/advertising.aspx). JUF News encourages all advertisers to participate actively in the community. Contributions to the Jewish United Fund and membership in appropriate affiliated agencies is strongly encouraged. For information about JUF's Corporate Partners program contact Julie Ann Sklaver at 312-357-4877. Advertisers may not re-sell, donate, or transfer purchased or contracted advertising space in JUF News, The Guide to Jewish Living in Chicago, [jufnews.org](http://jufnews.org), [juf.org/guide](http://juf.org/guide) or [oychicago.com](http://oychicago.com) to third parties.

## ADVERTISING CONTACTS

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