

Display Rates & Mechanicals

2010

OPEN RATE \$23.00 per column inch

CONTRACT RATES

Annual Bulk Rates per column inch

50 inches	\$20.00
100 inches	\$18.00
200 inches	\$17.00
300 inches	\$16.00
400 inches	\$14.00

FREQUENCY DISCOUNT — CONSECUTIVE ISSUES

6x (minimum 9" ad) consecutive	\$19.00 per col. inch
12x (minimum 9" ad) once a month	\$16.00 per col. inch
12x (minimum 9" ad) consecutive	\$15.00 per col. inch
24x (minimum 4" ad) consecutive	\$14.00 per col. inch

RESTAURANT GUIDE/LISTING \$145.00 per month

This advertising package includes a display ad in one issue, alternating with a listing in the next for a period of 12 months. A six-month package is available for \$175.00 per month.

GALLERY PACKAGE \$185.00 per issue

4x per year
4-color gallery page appears in each of 4 Home & Garden sections, includes four small ads (1 per section) and one double-size center ad

COLOR (CMYK)

4-color — full page, \$425; 1/4-1/2 page, \$375; under 1/4 page, \$250
Spot color — 1/4-full page, \$95; under 1/4 page, \$50

PREFERRED POSITION

25% of gross when available, min. 12 column inch ad

PRODUCTION CHARGES

Initial Setup	\$25.00
Photographs / Logos	each ... \$10.00
E-mail proofs / final ad to other media	\$ 5.00

INSERTS

1x	\$375.00
2-4x	\$325.00
5x or more	\$300.00

(Preprinted; extra charge for heavy insert)

COLUMN WIDTHS

1 column	(9p5)	1-9/16"
2 columns	(19p10)	3-5/16"
3 columns	(30p3)	5"
4 columns	(40p8)	6-3/4"
5 columns	(51p1)	8-1/2"
6 columns	(61p6)	10-1/4"

MINIMUM AD SIZE — 4 column inches for bulk/open rates

* **FULL PAGE SIZE** — 6 columns (10.25") x 12.75"

* **HALF PAGE HORIZONTAL** — 6 columns (10.25") x 6.25"

* **HALF PAGE VERTICAL** — 3 columns (5") x 12.75"

* **QUARTER PAGE SIZE** — 3 columns (5") x 6.25"

* Due to our page format, these ads are billed at 6.5" h and 13" h

ELECTRONIC IMAGES

TIFF or JPEG / 85 line screen / 150 resolution

ELECTRONIC AD FILE FORMAT

PDF (preferred) or EPS

DEADLINES

Space closing and copy

Thursday, noon; 8 days preceding publication date

All camera-ready ads (CD/zip disk, e-mail)

Friday, noon; 7 days preceding publication date

ADVERTISING AGENCIES

15% commission on ads and color is allowed for recognized agencies

WEBSITE ADVERTISING

Call for information

CLASSIFIED ADVERTISING

Call for information

Visa, MasterCard and American Express accepted

E-mail artwork/camera-ready ads to ads@azjewishpost.com