

Jewish Press

The Jewish Press Group of Tampa Bay (FL), Inc.

Revised November 2007

2007 AD CALENDAR

Publication Date	Deadline
Dec. 7	Nov.27
Dec. 21	Dec. 11

2008

Jan. 18	Jan. 8
Feb. 1	Jan. 22
Feb. 15	Feb. 5
Feb. 29	Feb. 19

Wedding Special Section

March 14	March 4
March 28	March 18

Passover Edition

Passover begins April 19

April 25	April 15
----------------	----------

Salute to Israel Special Section

(Israel's 60th is anniversary May 8)

May 9	April 29
-------------	----------

May 23	May 13
--------------	--------

June 20	June 10
---------------	---------

July 18	July 8
---------------	--------

Health & Fitness Special Section

Aug. 8	July 29
--------------	---------

Aug. 22

Bar/Bat Mitzvah Planning Guide

Guide	Aug. 5
-------------	--------

Reg. Section	Aug. 12
--------------------	---------

Sept. 12	Sept. 2
----------------	---------

Sept. 26	Sept. 16
----------------	----------

High Holiday Edition

Oct. 10	Sept. 29
---------------	----------

Oct. 24	Oct. 14
---------------	---------

Nov. 7	Oct. 28
--------------	---------

Nov. 21	Nov. 11
---------------	---------

Dec. 5	Nov. 25
--------------	---------

Chanukah Collection Gift Guide

Dec. 19	Dec. 9
---------------	--------

Chanukah Edition

*The paper is targeted to be mailed on this date.

NOTE: The Jewish Press is **MAILED STANDARD CLASS**; therefore several days variation in delivery time occurs depending on the individual post office.

GENERAL INFORMATION/RATES

The Jewish Press is a 5-column tabloid-size newspaper. Pages are 10³/₄ inches wide by 15³/₄ inches tall. Display advertising is sold by the column inch. **A column inch is 2" wide by 1" tall,** except for one-column ads which measure 1⁷/₈" wide. Photographs are reproduced using an 100 -line screen; digital photos need to be shot at medium to high resolution. Camera-ready ads must be sent as digital files, either by e-mail or on CD, as a PDF, JPG, TIF or EPS.

RATES*

OPEN COL. IN. RATE	ONE PAPER	COMBO
Single insertion	\$13.75	\$22.00
6 issues each insertion	\$12.50	\$20.00
12 issues each insertion	\$11.75	\$18.75
22 issues each insertion	\$10.50	\$16.75

SAVE 20%

by running "combo"
in both Pinellas and Tampa
editions

PAGE SECTIONS

QUARTER PAGE RATE	ONE PAPER	COMBO
<i>An additional 10% discount built-in.</i>		
Single insertion	\$250	\$400
6 issues, each insertion	\$225	\$360
12 issues, each insertion	\$210	\$325
22 issues, each insertion	\$190	\$300

Dimension Options:

2 col. (w) x 9¹/₂ in. (h)

2¹/₂ col. (w) x 7³/₄ in. (h)

3 col. (w) x 6¹/₂ in. (h)

4 col. (w) x 4³/₄ in. (h)

HALF PAGE RATE	ONE PAPER	COMBO
<i>An additional 15% discount built-in.</i>		
Single insertion	\$465	\$750
6 issues, each insertion	\$425	\$680
12 issues, each insertion	\$400	\$640
22 issues, each insertion	\$350	\$550

Dimension Options:

2¹/₂ col. (w) x 15³/₄ in. (h)

3¹/₂ col. (w) x 11¹/₄ in. (h)

4 col. (w) x 10 in. (h)

5 col. (w) x 8 in. (h)

FULL PAGE	ONE PAPER	COMBO
<i>An additional 30% discount built-in.</i>		
Single insertion	\$775	\$1,250

Dimension Options:

10¹/₄ in. x 15³/₄ in.

(special sections slightly shorter)

BUSINESS AND PROFESSIONAL DIRECTORY

Business cards are reproduced at their actual size when they appear in the Business and Professional Directory, and do not change during the contract run. The advertiser is responsible for supplying a camera-ready business card. Photographs can be added for a one-time \$5 per photo charge. Original photos are required. Must be business cards, not display ads. No vertical business cards accepted.

BUSINESS CARD	ONE PAPER	COMBO	Dimensions:
Single insertion	\$45.00	\$70.00	Actual
6 issues, each insertion	\$40.00	\$65.00	Business Card,
12 issues, each insertion	\$35.00	\$55.00	3 ¹ / ₂ in. (w) x 2 in. (h)
22 issues, each insertion	\$30.00	\$50.00	

SPOT COLOR and PROCESS COLOR AVAILABLE at extra charge

Spot Color: \$75 for one paper; \$125 "combo."

Four-color process: \$200 for one paper; \$350 "combo."

CLASSIFIED ADVERTISING

The Jewish Press accepts only PRE-PAID classified ads. All ads must be submitted in writing and prepaid before publication date.

PARAGRAPH FORM: Classified ad rates are based on a single county rate of \$10.00 for the first 15 words; each additional word is 10 cents. The rate doubles to run in both editions.

DISPLAY CLASSIFIED: Boxed ads with varying size type.; logos and photos may be used. Rate based on height of the ad \$13.75 per in. tall (one county), \$22 per in. (combo). There is a \$5 charge for each photo.

PERSONALS: Ads are charged as other classified ads, but the Jewish Press offers a box service for receiving responses to "Personal" ads in the classified section. Box service fee is \$5.00 for 6 months. All responses to a personal ad are forwarded to the advertiser as they are received. Names of advertisers and respondents are confidential.

*Rates are net.