

The American Israelite

Connecting Jewish Cincinnati

11674 Lebanon Road • Cincinnati, OH 45241-2013

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DISPLAY ADVERTISING

OPEN RATE

1 to 52 inches \$ 35.00 col. inch

Quarter Page \$ 568.75
(Vertical 4" x 8.125", Horizontal 6.083" x 5.45")

Half Page Horizontal \$ 1137.50
(10.25" x 6.5")

Half Page Vertical \$ 1312.50
(6.083" x 12.5")

Full Page \$ 2275.00
(10.25" x 13" - runs without dateline/header)

2 Full Pages ask for rate
(21.25" x 13" - runs without dateline/header)

CONTRACT RATE

53 to 208 inches (in 12 mos.) \$ 34.00 col. inch

209 to 312 inches (in 12 mos.) \$ 33.50 col. inch

313 to 519 inches (in 12 mos.) \$ 33.25 col. inch

520 or more inches (in 12 mos.) \$ 33.00 col. inch

BACK COVER (full color) \$ 2475.00

INSIDE FRONT COVER (full color) \$ 2375.00

BACK INSIDE COVER (full color) \$ 2375.00

NON-PROFIT RATE

Non-Profit open rate \$ 32.00 col. inch

Non-Profit contract (53" in a year) \$ 31.00 col. inch

CLASSIFIED ADVERTISING

1 to 3 insertions \$ 35.00 col. inch

4 to 12 insertions (contract only) \$ 34.50 col. inch

13 to 26 insertions (contract only) \$ 34.00 col. inch

27 to 40 insertions (contract only) \$ 33.50 col. inch

41 to 52 insertions (contract only) \$ 33.00 col. inch

SPECIAL ADVERTISING

PREFERRED PLACEMENT Additional 15% charge

POLITICAL ADVERTISEMENT \$ 40.00 col. inch
(Payable in advance)

PROFESSIONAL ANNOUNCEMENT \$ 40.00 col. inch

HOLIDAY GREETING ADVERTISING \$ 40.00 col. inch
(Passover, Jewish New Year, Chanukah, Gift Guide)

COLOR CHARGE (per page) \$200.00

CREATIVE SERVICES \$150.00 per hour
(IN 15 MINUTE INCREMENTS)

*Short rate will apply if contract is cancelled.

Ads sold in 1/2 inch increments; Minimum size ad: 2 inches

PHOTO CHARGES

1 column photograph \$ 140.00

2 column photograph \$ 150.00

3 column photograph \$ 160.00

4 column photograph \$ 170.00

5 column photograph \$ 180.00

ANNOUNCEMENTS

(Free to the entire community regardless of being a subscriber or non, and all denominations)

Birth Announcement Free

Birthday Greetings Free

Bat/Bar Mitzvah Announcement Free

Engagement Announcement Free

with photo Free

Wedding Announcement Free

Wedding Anniversary Announcement Free

Refuah Shlemah Free

(Get Well Announcement)

Death Notice Free

Obituary Announcement \$ 360.00

with or without photo \$ 360.00

Unveiling Announcement \$ 40.00 col. inch

SUBSCRIPTIONS

LOCAL \$ 65.00

OUT OF TOWN \$ 75.00

INTERNATIONAL Call

CHANGE OF ADDRESS \$ 10.00

*ALL RATES HEREIN ARE NET.

Any agency commission that is to be charged must be ADDED to the rate shown here, thus forming a gross billing from which the commission then is to be deducted.

MECHANICAL REQUIREMENTS

COLUMN WIDTH

1 column 1.917 inches

2 columns 4.00 inches

3 columns 6.083 inches

4 columns 8.167 inches

5 columns 10.25 inches

DEADLINE

Regular issue: 5 pm, Thursday, 1 week before publication

PRINTING SPECIFICATIONS

We print by offset at 100 line screen (300 dpi)

Accepted File Formats

We accept ads in PDF, EPS, TIF, or JPEG formats ONLY

All ads must be received via E-mail (production@americanisraelite.com) or delivered on a CD.