## 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)

### 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 (15 MINUTE INCREMENTS)

*Short rate will apply if contract is cancelled.
Ads sold in 1/2 inch increments; Minimum size ad: 2 inches

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### PHOTO CHARGES
- 1 column photograph: $140.00
- 2 column photographs: $150.00
- 3 column photographs: $160.00
- 4 column photographs: $170.00
- 5 column photographs: $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: with or without photo: $360.00
  - Front Page Obituary: $500.00
  - 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...