

The **EXCLUSIVE** way to reach the **45,000+** residents of the Tampa Bay Jewish community

# Jewish Press & Jewish Press

of Pinellas County

est. 1986

of Tampa

est. 1988

Owned and published by the Jewish Press Group of Tampa, Inc. ✪ [www.JewishPressTampaBay.com](http://www.JewishPressTampaBay.com)

The Jewish Press is delivered by mail 22 times a year to:

- More than 4,600 households in Pinellas and Pasco Counties
- More than 6,500 households in Tampa and surrounding communities
- 600 additional papers are delivered to synagogues, community centers and restaurants

The Jewish Press of Tampa and Jewish Press of Pinellas County are the only Jewish community newspapers published in the Tampa Bay area and combined the papers have the second largest circulation in Florida.

The papers are mailed Standard Class. Each paper has its own website [www.jewishpresspinellas.com](http://www.jewishpresspinellas.com) [www.jewishpresstampa.com](http://www.jewishpresstampa.com)

## Special Issues:

- Wedding Guide **February**
- Health & Fitness Special Section **May**
- Bar/Bat Mitzvah Planning Guide **August**
- Chanukah Gift Guide **November**
- Jewish Holidays
- Jewish New Year • Chanukah • Passover

## RATE CARD & PUBLICATION SCHEDULE

Jewish Press • P.O. Box 6970 • Clearwater, FL 33758-6970  
1101 S. Belcher Rd., Suite H • Largo, FL 33771

**Pinellas County**  
**(727) 535-4400**

**Hillsborough County**  
**(813) 871-2332**

Fax: (727) 530-3039 E-Mail: [jewishpress@aol.com](mailto:jewishpress@aol.com)

### Did you know...\*

It is estimated 70 percent of readers spent 1.5-3 hours reading their Jewish newspaper.

Jewish newspaper readers' average annual income is \$120,100.



\*Based on a national Jewish Media Network Demographics/Readership Survey (which included a sample from the Jewish Press)

# Jewish Press

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

## 2010 AD CALENDAR

Publication Date	Deadline
Jan. 15.....	Jan. 5
Jan. 29.....	Jan. 19
Feb. 19.....	Feb. 9
<b>Wedding special section</b>	
March 5.....	Feb. 23
March 19.....	March 9
<b>Passover edition - Erev Passover is March 29</b>	
April 2.....	March 23
April 16.....	April 6
April 30.....	April 20
May 14.....	May 4
May 28.....	May 18
<b>Health &amp; Fitness Edition</b>	
June 18.....	June 8
July 16.....	July 6
Aug. 13.....	Aug. 3
<b>Bar/Bat Mitzvah Guide</b>	
Aug. 27.....	Aug. 17
<b>High Holiday edition - Erev, Rosh Hashana Sept. 8</b>	
Sept. 10.....	Aug. 31
<b>High Holiday edition II - Erev Yom Kippur Sept. 17</b>	
Sept. 24.....	Sept. 14
Oct. 8.....	Sept. 28
Oct. 22.....	Oct. 12
Nov. 5.....	Oct. 26
<b>Chanukah Gift Guide</b>	
Nov. 19.....	Nov. 9
<b>Chanukah edition - 1<sup>st</sup> Chanukah candle Dec. 1</b>	
Dec. 3.....	Nov. 23
Dec. 17.....	Dec. 7

\*The print edition 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.

### CLASSIFIED ADVERTISING

The Jewish Press accepts only PRE-PAID classified ads. All ads must be submitted in writing. Classified ad rates are based on a single county rate of \$10.00 for the first 15 words; 10 cents each additional word. The rate doubles to run in both papers.

**DISPLAY CLASSIFIED:** Boxed ads with varying size type. Logos and photos are available at the open column inch rate. There is a \$5 charge for each photo.

**PERSONALS:** Ads are charged as other classified ads. The Jewish Press offers a box service for receiving responses. Box service fee is \$5.00 for 6 months.

Revised January 2010

### MECHANICALS

The Jewish Press is a 5-column tabloid-size newspaper. Pages are 10.25 inches (61.6 picas) wide by 16 inches tall. Display advertising is sold by the column inch. A column inch is 1.9 inches (11p6 picas) wide by 1-inch tall, plus .167-inch (1 pica) between columns. Photographs are reproduced using a 100-line screen; digital photos need to have a 300 dpi resolution. Camera-ready ads must be sent as digital files by e-mail or on CD, as a PDF, JPG, TIF or EPS.

### RATES (Black & White)

OPEN COL. IN. RATE	ONE PAPER	COMBO
Single insertion	\$14.50	\$23.00
6 issues each insertion <i>10% discount</i>	\$13.00	\$20.75
12 issues each insertion <i>15% discount</i>	\$12.25	\$19.50
22 issues each insertion <i>24% discount</i>	\$11.00	\$17.50

**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	\$260	\$415
6 issues, each insertion	\$235	\$375
12 issues, each insertion	\$220	\$350
22 issues, each insertion	\$200	\$320

**Dimension Options:**  
 2 col. (4"w) x 10" (h)  
 2 1/2 col. (5.04"w) x 7.8"(h)  
 3 col. (6.08"w) x 6.5"(h)  
 4 col. (8.167"w) x 5"(h)

HALF PAGE RATE	ONE PAPER	COMBO
<i>An additional 15% discount built-in.</i>		
Single insertion	\$490	\$785
6 issues, each insertion	\$440	\$700
12 issues, each insertion	\$415	\$660
22 issues, each insertion	\$375	\$600

**Dimension Options:**  
 2 1/2 col. (5.04"w) x 16" (h)  
 3 1/2 col. (7.1"w) x 11.25"(h)  
 4 col. (8.167"w) x 10"(h)  
 5 col. (10.25") x 8"(h)

FULL PAGE	ONE PAPER	COMBO
<i>An additional 30% discount built-in.</i>		
Single insertion	\$800	\$1,275
6 issues, each insertion	\$725	\$1,150
12 issues, each insertion	\$685	\$1,100
22 issues, each insertion	\$600	\$950

**Dimension Options:**  
 10.25" (w) x 16" (h)  
 (special sections .25" shorter)

FRONT PAGE AD	ONE PAPER	COMBO
	\$500	\$800

**Dimensions:**  
 10.25" (w) x 2" (h)

Ad includes: Four color process, free color on a second ad inside the same paper and same banner on the front page of that edition's website.

### BUSINESS AND PROFESSIONAL DIRECTORY

Business cards are reproduced at their actual size in the Directory, and do not change during the contract run. Must be business cards, not display ads. No vertical business cards accepted.

BUSINESS CARD	ONE PAPER	COMBO
Single insertion	\$50.00	\$80.00
6 issues, each insertion	\$45.00	\$70.00
12 issues, each insertion	\$40.00	\$65.00
22 issues, each insertion	\$35.00	\$55.00

**Dimensions:**  
 Actual  
 Business Card,  
 3.5" (w) x 2"(h)

**PROCESS COLOR AVAILABLE at extra charge**  
 Four-color process: \$175 for one paper; \$300 "combo."

### WEBSITE ADVERTISING

Print display ads are placed on our website next to news stories on most web pages, in an online advertising marketplace and advertiser index. Links to the advertiser's website and/or email are activated when a reader clicks on the ad.

Business cards in the Business and Professional Directory will be placed in a special online advertising marketplace and advertiser index with active links to each business card's website and/or email.

WEB SURCHARGE	ONE PAPER	COMBO
Display ad (per insertion)	\$5	\$8
Business Card (per insertion)	\$3	\$5

\*Rates are net.

# Sample Ad Sizes

The ad sizes shown are SOME OF THE SIZES and corresponding rates available. NOT ALL AD SIZES ARE SHOWN.

## QUARTER PAGE *SAVE an additional 10% OFF column inch rate*

[Size Options: 4" x 10", 5<sup>1</sup>/<sub>8</sub>" x 7<sup>7</sup>/<sub>8</sub>", 6<sup>1</sup>/<sub>8</sub>" x 6<sup>1</sup>/<sub>2</sub>", 8<sup>1</sup>/<sub>8</sub>" x 5"]

### ONE PAPER

\$260.00 BASE RATE

\$235.00 (per insertion) 6-ISSUE RATE

\$220.00 (per insertion) 12-ISSUE RATE

\$200.00 (per insertion) 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$415.00 BASE RATE

\$375.00 6-ISSUE RATE

\$350.00 12-ISSUE RATE

\$320.00 22-ISSUE RATE

## 1 col. x 4 in.

[1<sup>7</sup>/<sub>8</sub>"w x 4"h]

### ONE PAPER

\$58.00 BASE RATE

\$52.00 6-ISSUE RATE

\$49.00 12-ISSUE RATE

\$44.00 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$92.00 BASE RATE

\$83.00 6-ISSUE RATE

\$78.00 12-ISSUE RATE

\$70.00 22-ISSUE RATE

## 3 col. x 5 in. [6<sup>1</sup>/<sub>8</sub>"wx 5"h]

### ONE PAPER

\$217.50 BASE RATE

\$195.00 6-ISSUE RATE

\$183.75 12-ISSUE RATE

\$165.00 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$345.00 BASE RATE

\$311.25 6-ISSUE RATE

\$292.50 12-ISSUE RATE

\$262.50 22-ISSUE RATE

## 2 col. x 2 in. [4" w x 2" h]

### ONE PAPER

\$58.00 BASE RATE  
\$52.00 6-ISSUE RATE  
\$49.00 12-ISSUE RATE  
\$44.00 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$92.00 BASE RATE  
\$83.00 6-ISSUE RATE  
\$78.00 12-ISSUE RATE  
\$70.00 22-ISSUE RATE

## 2 col. x 3 in. [4" w x 3" h]

### ONE PAPER

\$87.00 BASE RATE  
\$78.00 6-ISSUE RATE  
\$73.50 12-ISSUE RATE  
\$66.00 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$138.00 BASE RATE  
\$124.50 6-ISSUE RATE  
\$117.00 12-ISSUE RATE  
\$105.00 22-ISSUE RATE

## EIGHTH PAGE

[Size Options: 4" w x 5" h, 5" w x 4" h]

### ONE PAPER

\$145.00 BASE RATE  
\$130.00 6-ISSUE RATE  
\$122.50 12-ISSUE RATE  
\$110.00 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$230.00 BASE RATE  
\$207.50 6-ISSUE RATE  
\$195.00 12-ISSUE RATE  
\$175.00 22-ISSUE RATE

# Sample Ad Sizes

The ad sizes shown are SOME OF THE SIZES and corresponding rates available. NOT ALL AD SIZES ARE SHOWN.

## 1.5 col. x 4 in. [2<sup>7</sup>/<sub>8</sub>" w x 4" h]

### ONE PAPER

\$87.00 BASE RATE  
\$78.00 6-ISSUE RATE  
\$73.50 12-ISSUE RATE  
\$66.00 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$138.00 BASE RATE  
\$124.50 6-ISSUE RATE  
\$117.00 12-ISSUE RATE  
\$105.00 22-ISSUE RATE

## HALF PAGE

[Size Options: 8<sup>1</sup>/<sub>8</sub>" x 10", 10<sup>1</sup>/<sub>4</sub>" x 7<sup>7</sup>/<sub>8</sub>", 5" x 16", 7" x 11<sup>1</sup>/<sub>4</sub>"]

*SAVE an additional 15% OFF column inch rate.*

### ONE PAPER

\$490.00 BASE RATE  
\$440.00 6-ISSUE RATE  
\$415.00 12-ISSUE RATE  
\$375.00 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$785.00 BASE RATE  
\$700.00 6-ISSUE RATE  
\$660.00 12-ISSUE RATE  
\$600.00 22-ISSUE RATE