

Jewish Press

OF TAMPA BAY

Advertising Media Kit

*The best way to reach
the 51,000 residents of the
Tampa Bay Jewish community!*

est. 1986
Jewish Press
OF TAMPA BAY
PINELLAS EDITION

est. 1988
Jewish Press
OF TAMPA BAY
TAMPA EDITION

Owned and published biweekly by the
Jewish Press Group of Tampa Bay, Inc.

MAIN OFFICE
6416 Central Ave.
St. Petersburg, FL 33707

PINELLAS COUNTY
727.535.4400

HILLSBOROUGH COUNTY
813.871.2332

Ads@JewishPressTampaBay.com

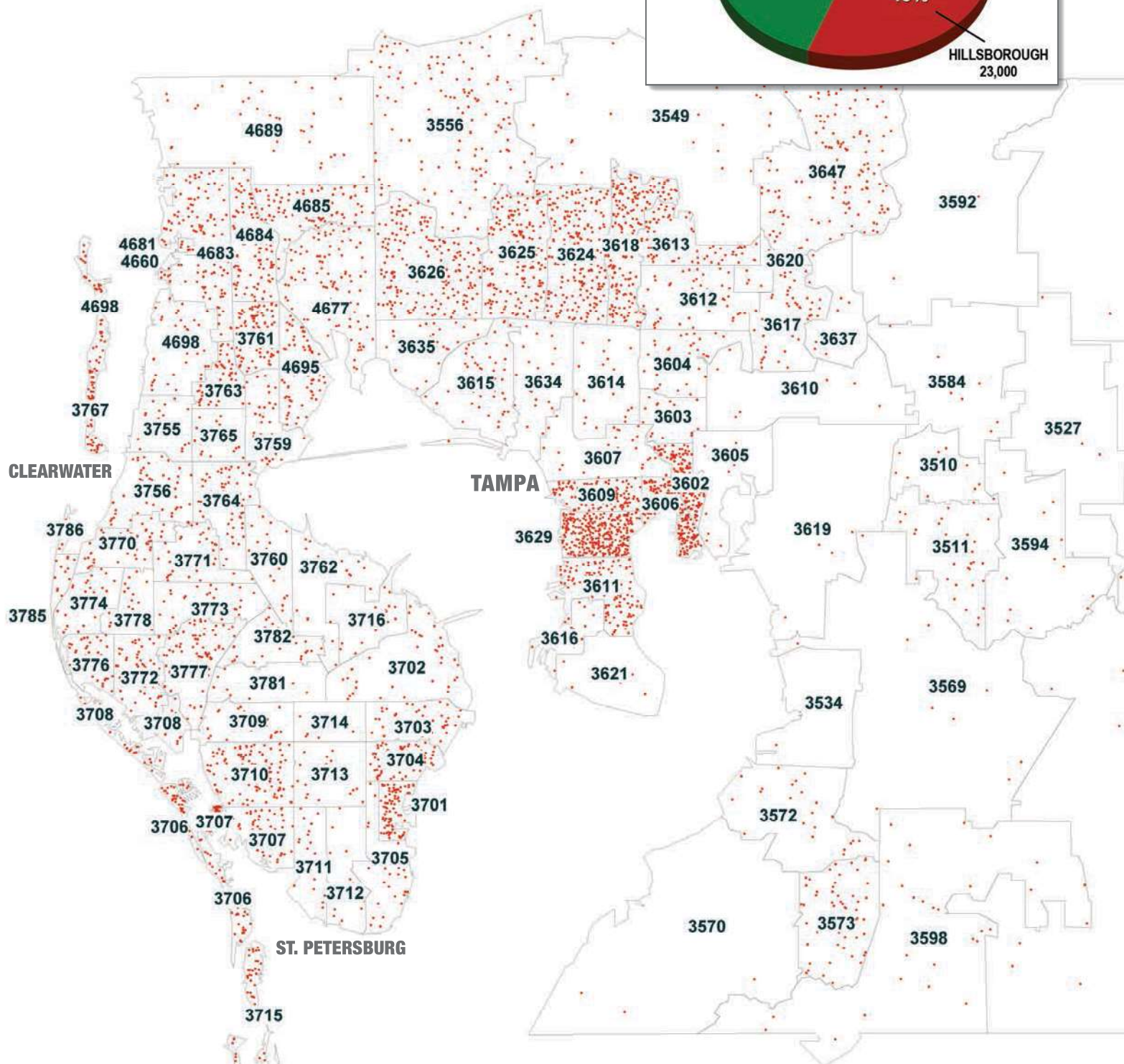
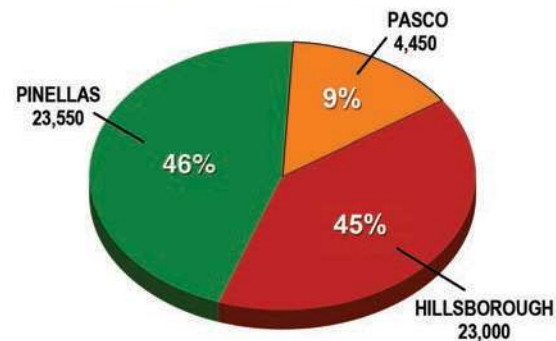
- Independently owned
- Federation subsidized
- Advertiser supported
- Community oriented



www.JewishPressTampaBay.com

PINELLAS AND HILLSBOROUGH COUNTIES HOUSEHOLDS MAILED THE JEWISH PRESS

THE JEWISH COMMUNITY OF TAMPA BAY
GEOGRAPHIC DISTRIBUTION†

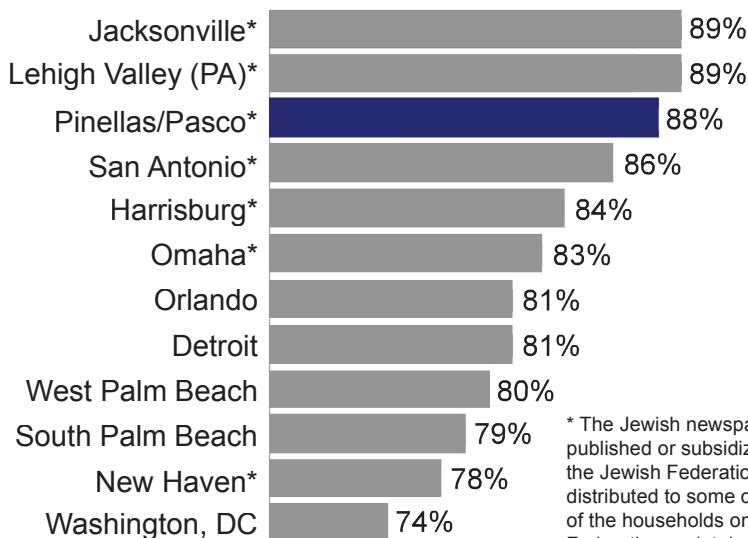


JEWISH PRESS FACTS

- ✓ The Jewish Press Tampa Bay is delivered 22 times a year.
 - The Pinellas edition mailed to more than 7,700 households in Pinellas (including St. Petersburg, Clearwater, the Beaches, Palm Harbor), Pasco (including New Port Richey) and Hernando (including Spring Hill) counties.
 - The Tampa edition mailed to 6,800 households in Hillsborough (including Tampa, Brandon, Lutz and Sun City Center), Pasco (including Wesley Chapel) and Polk (including Lakeland) counties.
- ✓ 200 additional papers are delivered to synagogues, community centers and restaurants
- ✓ Combined, the *Jewish Press of Tampa Bay/Pinellas Edition* and *Jewish Press of Tampa Bay/Tampa Edition* have the second largest circulation among Jewish newspapers in the state of Florida.

EXCELLENT PERCEPTIONS OF LOCAL JEWISH NEWSPAPERS†

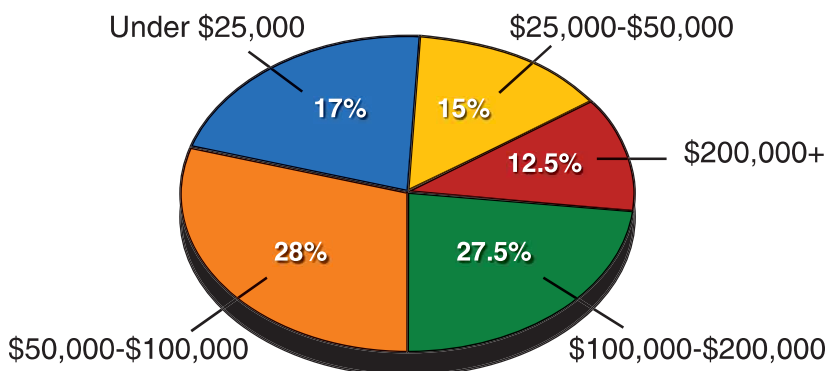
(Jewish Respondents Who Always/Usually/Sometimes Read Local Jewish Newspaper)



* The Jewish newspaper is published or subsidized by the Jewish Federation and distributed to some or all of the households on the Federation-maintained mailing list.

The Jewish Press of Tampa was not included in the study.

HOUSEHOLD INCOME OF JEWISH RESPONDENTS WHO ALWAYS/USUALLY READ THE JEWISH PRESS†



The Tampa Bay area has an active Jewish community of about 51,000. Officially called the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area, the region is comprised of Pinellas, Hillsborough, Pasco and Hernando counties.

Outside of South Florida, the Tampa Bay metropolitan area has the largest Jewish population in the state.

The Tampa Bay area is home to the Florida Holocaust Museum and the regional offices of Israel Bonds and Jewish National Fund.

The area has:

- 34 synagogues and other Jewish religious institutions
- 2 Jewish federations
- 2 Jewish Community Centers
- 2 family service agencies
- 2 Jewish day schools
- 6 preschools
- 5 Jewish college campus organizations
- 1 regional nursing home
- 2 kosher assisted living facilities
- 1 Jewish-sponsored senior residence.

• 2 JEWISH COMMUNITY NEWSPAPERS:



PROFILE OF TYPICAL JEWISH PRESS READERS†

- have lived here for 20 years or more
- live in households that observe religious practices
- attend or are members of a Jewish organization/synagogue
- feel attachment to Israel

ADVERTISING RATES (Black & White)

OPEN COL. INCH RATE	ONE PAPER	COMBO
Single insertion	\$16.80	\$26.75
6 issues each insertion 10% discount	\$15.00	\$24.00
12 issues each insertion 15% discount	\$14.25	\$22.75
22 issues each insertion 25% discount	\$12.50	\$20.00

PAGE SECTIONS

EIGHTH PAGE RATE	ONE PAPER	COMBO
<i>Over 5% discount off open rate (Applies to ads 10-19 col. in.)</i>		
Single insertion	\$160	\$256
6 issues, each insertion	\$144	\$230
12 issues, each insertion	\$136	\$217
22 issues, each insertion	\$120	\$192
Dimension Options: 2 col. (4" w) x 5" (h) • 2½ col. (5" w) x 4" (h)		

QUARTER PAGE RATE	ONE PAPER	COMBO
<i>Over 10% discount off open rate (Applies to ads 20-39 col. in.)</i>		
Single insertion	\$300	\$480
6 issues, each insertion	\$270	\$430
12 issues, each insertion	\$255	\$400
22 issues, each insertion	\$225	\$360
Dimension Options: 2 col. (4" w) x 10" (h) • 2½ col. (5" w) x 7.8" (h) 3 col. (6.08" w) x 6.5" (h) • 4 col. (8.16" w) x 5" (h)		

HALF PAGE RATE	ONE PAPER	COMBO
<i>Over 20% discount off open rate (Applies to ads 40-79 col. in.)</i>		
Single insertion	\$535	\$855
6 issues, each insertion	\$480	\$765
12 issues, each insertion	\$455	\$725
22 issues, each insertion	\$400	\$640
Dimension Options: 2½ col. (5.04" w) x 16" (h) • 3½ col. (7" w) x 11.25" (h) 4 col. (8.16" w) x 10" (h) • 5 col. (10.25" w) x 8" (h)		

FULL PAGE RATE	ONE PAPER	COMBO
<i>Over 30% discount off open rate</i>		
Single insertion	\$940	\$1,500
6 issues, each insertion	\$845	\$1,350
12 issues, each insertion	\$800	\$1,275
22 issues, each insertion	\$700	\$1,120
Dimension Options: 10.25" (w) x 16" (h) (special sections .25" shorter)		

FRONT PAGE AD RATE	\$350	\$550
Ad includes: Four color process and same banner on front page of the website for that edition.		
Dimensions: 10.25" (w) x 2" (h)		

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. Ads run black & white.

BUSINESS CARD	ONE PAPER	COMBO
Single insertion	\$55.00	\$85.00
6 issues, each insertion	\$50.00	\$80.00
12 issues, each insertion	\$45.00	\$70.00
22 issues, each insertion	\$40.00	\$60.00
Dimensions: Actual Business Card, 3.5" (w) x 2" (h)		

SPECIAL DISCOUNTS: Non-profits - 15% discount; Synagogues - 20% discount; Prepay entire contract - 5% discount

SAVE OVER 20%
by running "combo" in both
Pinellas and Tampa editions

FOUR COLOR PROCESS:

IN ADDITION TO AD COST	ONE PAPER	COMBO
Eighth page or less	\$100	\$175
11-col. inches or more	\$150	\$250

BUSINESS SPOTLIGHT

When your business accumulates \$3,500 in paid advertising over a maximum two-year time period, it will receive a **FREE Business Spotlight**.

The Business Spotlight will appear in the print edition and online. The Spotlight will be based on answers to a list of questions submitted to the business. Responses will be edited for space; photos may be submitted for inclusion.

WEBSITE ADVERTISING

The Jewish Press maintains three websites:

www.JewishPressTampaBay.com

which contains general information about our newspapers and is a portal to our individual publication websites:

www.JewishPressPinellas.com

www.JewishPressTampa.com

Each publication website receives an average of 6,000 views per month.

Print display ads are placed on the website of the publication(s) in which the ad appeared. The ads are rotated on most web pages, next to news stories. The ads also appear by category 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.

All advertisements automatically appear on the website at no additional charge.

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 paper rate of \$10 for the first 15 words; 10 cents each additional word. The rate doubles to run in both papers.

MECHANICAL SPECIFICATIONS

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 1.92 inches (11.6 picas) wide by 1-inch tall. There is .16-inch (1 pica) between columns.

Digital photos need to have a 300 dpi resolution. Camera-ready ads must be sent as a JPG, TIF, EPS (300 dpi) or PDF (high quality print). Color ads: CMYK (no spot colors).

Design services are complimentary, based on Jewish Press graphics and fonts.

Sample Ad Sizes

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

Jewish Press of Pinellas County
Jewish Press of Tampa

2 col. x 2 in. (4" w x 2" h)

ONE PAPER

\$ 67.20 BASE RATE
\$ 60.00 6-ISSUE RATE
\$ 57.00 12-ISSUE RATE
\$ 50.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$107.00 BASE RATE
\$ 96.00 6-ISSUE RATE
\$ 91.00 12-ISSUE RATE
\$ 80.00 22-ISSUE RATE

2 col. x 3 in. (4" w x 3" h)

ONE PAPER

\$ 100.80 BASE RATE
\$ 90.00 6-ISSUE RATE
\$ 85.50 12-ISSUE RATE
\$ 75.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 160.50 BASE RATE
\$ 144.50 6-ISSUE RATE
\$ 136.50 12-ISSUE RATE
\$ 120.00 22-ISSUE RATE

1.5 col. x 4 in. (2.9" w x 4" h)

ONE PAPER

\$ 100.80 BASE RATE
\$ 90.00 6-ISSUE RATE
\$ 85.50 12-ISSUE RATE
\$ 75.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 160.50 BASE RATE
\$ 144.50 6-ISSUE RATE
\$ 136.50 12-ISSUE RATE
\$ 120.00 22-ISSUE RATE

EIGHTH PAGE

SAVE an additional 5% OFF open column inch rate.

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

ONE PAPER

\$ 160.00 BASE RATE
\$ 144.00 6-ISSUE RATE
\$ 136.00 12-ISSUE RATE
\$ 120.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 256.00 BASE RATE
\$ 230.00 6-ISSUE RATE
\$ 217.00 12-ISSUE RATE
\$ 192.00 22-ISSUE RATE

HALF PAGE

SAVE an additional 20% OFF open column inch rate.

Size Options: 8.16" w x 10" h, 10.25" w x 8" h,
5" w x 16" h, 7" w x 11.25" h

ONE PAPER

\$ 535.00 BASE RATE
\$ 480.00 6-ISSUE RATE
\$ 455.00 12-ISSUE RATE
\$ 400.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 855.00 BASE RATE
\$ 765.00 6-ISSUE RATE
\$ 725.00 12-ISSUE RATE
\$ 640.00 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.

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

Size Options: 4" w x 10" h, 5" w x 7.8" h, 6.08" w x 6.5" h, 8.16" w x 5" h

ONE PAPER

\$ 300.00 BASE RATE
\$ 270.00 (per insertion) 6-ISSUE RATE
\$ 255.00 (per insertion) 12-ISSUE RATE
\$ 225.00 (per insertion) 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 480.00 BASE RATE
\$ 430.00 6-ISSUE RATE
\$ 400.00 12-ISSUE RATE
\$ 360.00 22-ISSUE RATE

1 col. x 4 in. **(1.92" w x 4" h)**

ONE PAPER

\$ 67.20 BASE RATE
\$ 60.00 6-ISSUE RATE
\$ 57.00 12-ISSUE RATE
\$ 50.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$107.00 BASE RATE
\$ 96.00 6-ISSUE RATE
\$ 91.00 12-ISSUE RATE
\$ 80.00 22-ISSUE RATE

3 col. x 5 in. (6.12" w x 5" h) *SAVE an additional 5% OFF open column inch rate.*

ONE PAPER

\$ 240.00 BASE RATE
\$ 216.00 6-ISSUE RATE
\$ 204.00 12-ISSUE RATE
\$ 180.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 384.00 BASE RATE
\$ 345.00 6-ISSUE RATE
\$ 325.00 12-ISSUE RATE
\$ 288.00 22-ISSUE RATE

2 col. x 2.5 in. (4" w x 2.5" h)

ONE PAPER

\$ 84.00 BASE RATE
\$ 75.00 6-ISSUE RATE
\$ 71.25 12-ISSUE RATE
\$ 62.50 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 133.75 BASE RATE
\$ 120.00 6-ISSUE RATE
\$ 113.75 12-ISSUE RATE
\$ 100.00 22-ISSUE RATE