

# Jewish Press

## RATE CARD & PUBLICATION SCHEDULE

*The Exclusive way to reach the 57,000 residents of the Tampa Bay Jewish community!*

est. 1986  
**Jewish Press**  
 of Pinellas County

est. 1988  
**Jewish Press**  
 of Tampa

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

P.O. BOX 6970  
 CLEARWATER, FL 33758

1101 S. BELCHER RD.  
 SUITE H  
 LARGO, FL 33771

**PINELLAS COUNTY**  
 727.535.4400

**HILLSBOROUGH COUNTY**  
 813.871.2332

727.530.3039 FAX

JEWISHPRESS@AOL.COM

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



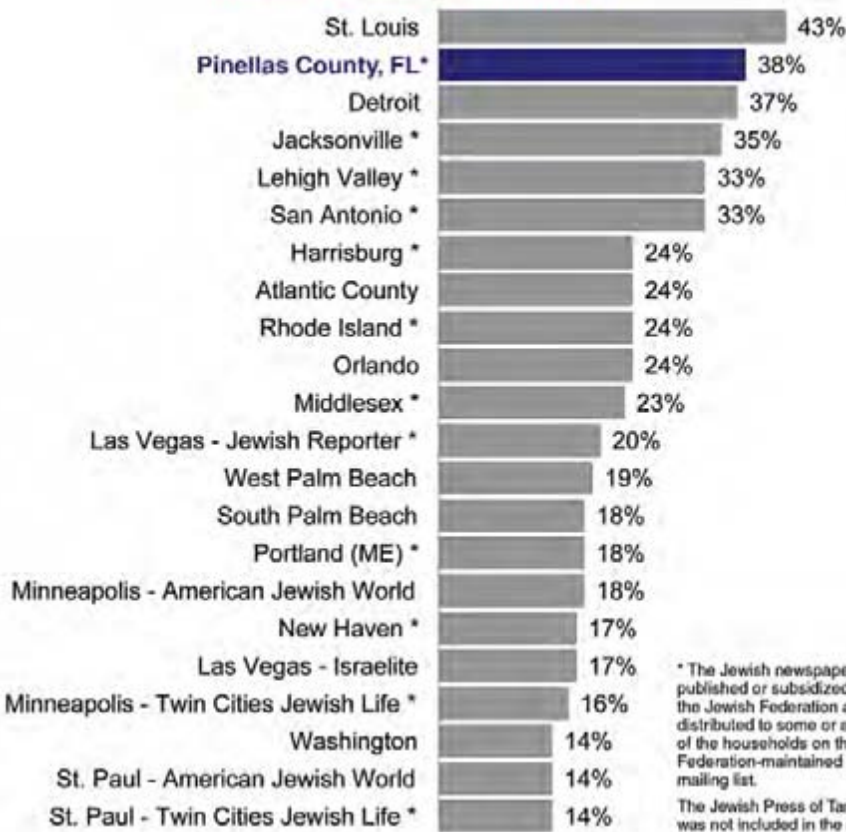
[www.jewishpresstampabay.com](http://www.jewishpresstampabay.com)

# JEWISH PRESS FACTS

- ✓ The Jewish Press is delivered by mail 22 times a year to:
  - More than 4,400 households in Pinellas and Pasco Counties
  - More than 6,400 households in Tampa and surrounding communities elsewhere in Hillsborough County
- ✓ 600 additional papers are delivered to synagogues, community centers and restaurants
- ✓ Combined, the *Jewish Press of Pinellas County* and *Jewish Press of Tampa* have the second largest circulation among Jewish newspapers in the state of Florida.

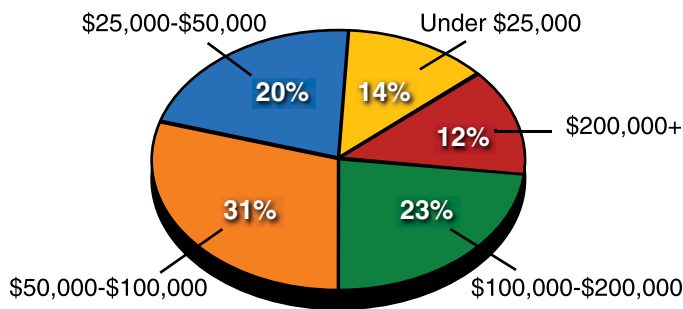
## EXCELLENT PERCEPTIONS OF LOCAL JEWISH NEWSPAPER†

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



## HOUSEHOLD INCOME JEWISH RESPONDENTS WHO ALWAYS/USUALLY READ LOCAL JEWISH NEWSPAPER†

(Decade 2000)



## 2012 AD CALENDAR

### PUBLICATION

### DEADLINES

|  |                             |
|--|-----------------------------|
| <b>Jan. 13</b> - 26  | Jan. 3                      |
| <b>Jan. 27</b> - Feb. 9  | Jan. 17                     |
| <b>Feb. 10</b> - 23  | Jan. 31                     |
| <b>Feb. 24</b> - March 8   | Feb. 14                     |
| <b>Mazel Tov! Jewish Wedding Guide</b>                                 |                             |
| <b>March 9</b> - 22  | Feb. 28                     |
| <b>March 23</b> - April 12   | March 13                    |
| <b>Passover edition</b> ( <i>First Seder is April 6</i> )              |                             |
| <b>April 13</b> - 26   | April 3                     |
| <b>April 27</b> - May 10   | April 17                    |
| <b>May 11</b> - 24   | May 1                       |
| <b>May 25</b> - June 21  | May 15                      |
| <b>Health &amp; Fitness Special Section</b>                            |                             |
| <b>June 22</b> - July 19   | June 12                     |
| <b>July 20</b> - Aug. 2  | July 10                     |
| <b>Aug. 3</b> - 23   | July 24                     |
| <b>Aug. 24</b> .....   | Regular Section .....       |
| .....  | Bar/Bat Mitzvah Guide ..... |
| <b>Bar/Bat Mitzvah Planning Guide</b>                                  |                             |
| <b>Sept. 7</b> - 20  | Aug. 28                     |
| <b>High Holiday edition</b> - <i>Erev Rosh HaShana Sept. 16</i>        |                             |
| <b>Sept. 21</b> - Oct. 4   | Sept. 11                    |
| <b>Oct. 5</b> - 18   | Sept. 25                    |
| <b>Oct. 19</b> - Nov. 1  | Oct. 9                      |
| <b>Nov. 2</b> - 15   | Oct. 23                     |
| <b>Nov. 16</b> - 29  | Nov. 6                      |
| <b>Chanukah Collection Gift Guide</b>                                  |                             |
| <b>Nov. 30</b> - Dec. 13   | Nov. 20                     |
| <b>Chanukah edition</b> - <i>1<sup>st</sup> Chanukah candle Dec. 8</i> |                             |
| <b>Dec. 14</b> - Jan. 11, 2013   | Dec. 4                      |

The print edition is targeted to be mailed on the bolded date and delivered no later than the publication's end date. The Jewish Press is mailed STANDARD CLASS, therefore there is no guarantee on delivery date, which may vary depending on the individual post office.

## ADVERTISING RATES *(Black & White)*

| OPEN COL. INCH RATE      |                     | ONE PAPER | COMBO   |
|--------------------------|---------------------|-----------|---------|
| Single insertion         |                     | \$15.00   | \$24.00 |
| 6 issues each insertion  | <i>10% discount</i> | \$13.50   | \$21.50 |
| 12 issues each insertion | <i>15% discount</i> | \$12.75   | \$20.50 |
| 22 issues each insertion | <i>25% discount</i> | \$11.25   | \$18.00 |

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

### PAGE SECTIONS

| EIGHTH PAGE RATE   |  | ONE PAPER | COMBO |
|--|--|-----------|-------|
| <i>5% discount off open rate (Applies to ads 10-19 col. in.)</i>       |  |           |       |
| Single insertion   |  | \$142     | \$228 |
| 6 issues, each insertion   |  | \$128     | \$205 |
| 12 issues, each insertion  |  | \$121     | \$194 |
| 22 issues, each insertion  |  | \$107     | \$171 |
| Dimension Options: 2 col. (4" w) x 5" (h) • 2½ col. (5.04" w) x 4" (h) |  |           |       |

| QUARTER PAGE RATE   |  | ONE PAPER | COMBO |
|---|--|-----------|-------|
| <i>10% discount off open rate (Applies to ads 20-39 col. in.)</i>   |  |           |       |
| Single insertion  |  | \$270     | \$432 |
| 6 issues, each insertion  |  | \$245     | \$390 |
| 12 issues, each insertion   |  | \$230     | \$370 |
| 22 issues, each insertion   |  | \$205     | \$325 |
| Dimension Options: 2 col. (4" w) x 10" (h) • 2½ col. (5.04" w) x 7.8" (h)<br>3 col. (6.08" w) x 6.5" (h) • 4 col. (8.167" w) x 5" (h) |  |           |       |

| HALF PAGE RATE   |  | ONE PAPER | COMBO |
|--|--|-----------|-------|
| <i>15% discount off open rate (Applies to ads 40-79 col. in.)</i>  |  |           |       |
| Single insertion   |  | \$510     | \$815 |
| 6 issues, each insertion   |  | \$460     | \$735 |
| 12 issues, each insertion  |  | \$435     | \$695 |
| 22 issues, each insertion  |  | \$385     | \$615 |
| Dimension Options: 2½ col. (5.04" w) x 16" (h) • 3½ col. (7.1" w) x 11.25" (h)<br>4 col. (8.167" w) x 10" (h) • 5 col. (10.25" w) x 8" (h) |  |           |       |

| FULL PAGE RATE  |  | ONE PAPER | COMBO   |
|---|--|-----------|---------|
| <i>30% discount off open rate</i>                                       |  |           |         |
| Single insertion  |  | \$840     | \$1,345 |
| 6 issues, each insertion  |  | \$750     | \$1,200 |
| 12 issues, each insertion   |  | \$715     | \$1,145 |
| 22 issues, each insertion   |  | \$630     | \$1,000 |
| Dimension Options: 10.25" (w) x 16" (h) (special sections .25" shorter) |  |           |         |

| FRONT PAGE AD RATE   |  | \$350 | \$600 |
|--|--|-------|-------|
| 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.

| 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)

Non-profits - 10% discount; Synagogues - 15% discount

\*Rates are net.

**FOUR COLOR PROCESS:**  
\$175 for one paper; \$300 "combo."

### WEBSITE ADVERTISING

The Jewish Press maintains three websites: jewishpresstampabay.com, which contains general information about our newspapers and is a portal to our individual publication websites: www.jewishpresspinellas.com and www.jewishpresstampa.com.

Each web address 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.

Business & Professional Directory ads are 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   |

*All advertisements automatically appear on the website and are charged the surcharge unless the advertiser specifically opts out.*

### 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.

DISPLAY CLASSIFIED: Boxed ads with varying size type, logos and photos are available at the open column inch rate. \$5 charge for each photo.

PERSONALS: The Jewish Press offers personals and a box service for receiving responses.

### 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 (11p6 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 by e-mail or on CD, 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.*

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

### ONE PAPER

\$ 60.00 BASE RATE  
\$ 54.00 6-ISSUE RATE  
\$ 51.00 12-ISSUE RATE  
\$ 45.00 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$ 96.00 BASE RATE  
\$ 86.00 6-ISSUE RATE  
\$ 82.00 12-ISSUE RATE  
\$ 72.00 22-ISSUE RATE

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

### ONE PAPER

\$ 90.00 BASE RATE  
\$ 81.00 6-ISSUE RATE  
\$ 76.50 12-ISSUE RATE  
\$ 67.50 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$ 144.00 BASE RATE  
\$ 129.00 6-ISSUE RATE  
\$ 123.00 12-ISSUE RATE  
\$ 108.00 22-ISSUE RATE

## EIGHTH PAGE

*SAVE an additional 5% OFF open column inch rate.*

Size Options: 4" w x 5" h, 5.04" w x 4" h

### ONE PAPER

\$ 142.00 BASE RATE  
\$ 128.00 6-ISSUE RATE  
\$ 121.00 12-ISSUE RATE  
\$ 107.00 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$ 228.00 BASE RATE  
\$ 205.00 6-ISSUE RATE  
\$ 194.00 12-ISSUE RATE  
\$ 171.00 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.

**Jewish Press of Pinellas County  
Jewish Press of Tampa**

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

### ONE PAPER

\$ 90.00 BASE RATE  
\$ 81.00 6-ISSUE RATE  
\$ 76.50 12-ISSUE RATE  
\$ 67.50 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$ 144.00 BASE RATE  
\$ 129.00 6-ISSUE RATE  
\$ 123.00 12-ISSUE RATE  
\$ 108.00 22-ISSUE RATE

## HALF PAGE

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

Size Options: 8.12" w x 10" h, 10.25" w x 7.9" h,  
5" w x 16" h, 7" w x 11.25" h

### ONE PAPER

\$ 510.00 BASE RATE  
\$ 460.00 6-ISSUE RATE  
\$ 435.00 12-ISSUE RATE  
\$ 385.00 22-ISSUE RATE

### BOTH PAPERS (COMBO)

\$ 815.00 BASE RATE  
\$ 735.00 6-ISSUE RATE  
\$ 695.00 12-ISSUE RATE  
\$ 615.00 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, 5.4" w x 7.8" h, 6.08" w x 6.5" h, 8.16" w x 5" h

### **ONE PAPER**

\$ 270.00 BASE RATE  
\$ 245.00 (per insertion) 6-ISSUE RATE  
\$ 230.00 (per insertion) 12-ISSUE RATE  
\$ 205.00 (per insertion) 22-ISSUE RATE

### **BOTH PAPERS (COMBO)**

\$ 432.00 BASE RATE  
\$ 390.00 6-ISSUE RATE  
\$ 370.00 12-ISSUE RATE  
\$ 325.00 22-ISSUE RATE

## **1 col. x 4 in.**

(1.92" w x 4" h)

### **ONE PAPER**

\$ 60.00 BASE RATE  
\$ 54.00 6-ISSUE RATE  
\$ 51.00 12-ISSUE RATE  
\$ 45.00 22-ISSUE RATE

### **BOTH PAPERS (COMBO)**

\$ 96.00 BASE RATE  
\$ 86.00 6-ISSUE RATE  
\$ 82.00 12-ISSUE RATE  
\$ 72.00 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**

\$ 213.75 BASE RATE  
\$ 192.00 6-ISSUE RATE  
\$ 181.50 12-ISSUE RATE  
\$ 160.50 22-ISSUE RATE

### **BOTH PAPERS (COMBO)**

\$ 342.00 BASE RATE  
\$ 307.00 6-ISSUE RATE  
\$ 292.00 12-ISSUE RATE  
\$ 256.50 22-ISSUE RATE

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

### **ONE PAPER**

\$ 75.00 BASE RATE  
\$ 67.50 6-ISSUE RATE  
\$ 63.75 12-ISSUE RATE  
\$ 56.25 22-ISSUE RATE

### **BOTH PAPERS (COMBO)**

\$ 120.00 BASE RATE  
\$ 107.50 6-ISSUE RATE  
\$ 102.50 12-ISSUE RATE  
\$ 90.00 22-ISSUE RATE

# TAMPA BAY JEWISH COMMUNITY

The Tampa Bay area has an active Jewish community of more than 57,000. The three-county Bay area encompasses Tampa and surrounding communities in Hillsborough County; Pinellas County including St. Petersburg, Clearwater, the Beaches and the Palm Harbor area; and Pasco County.

In the state of Florida, Pinellas County has the largest Jewish population and Hillsborough County the second largest, outside of South Florida.

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

The area has:

- 32 synagogues and other religious institutions
- 2 Jewish federations
- 2 Jewish Community Centers
- 2 family service agencies
- 2 Jewish day schools
- 7 preschools

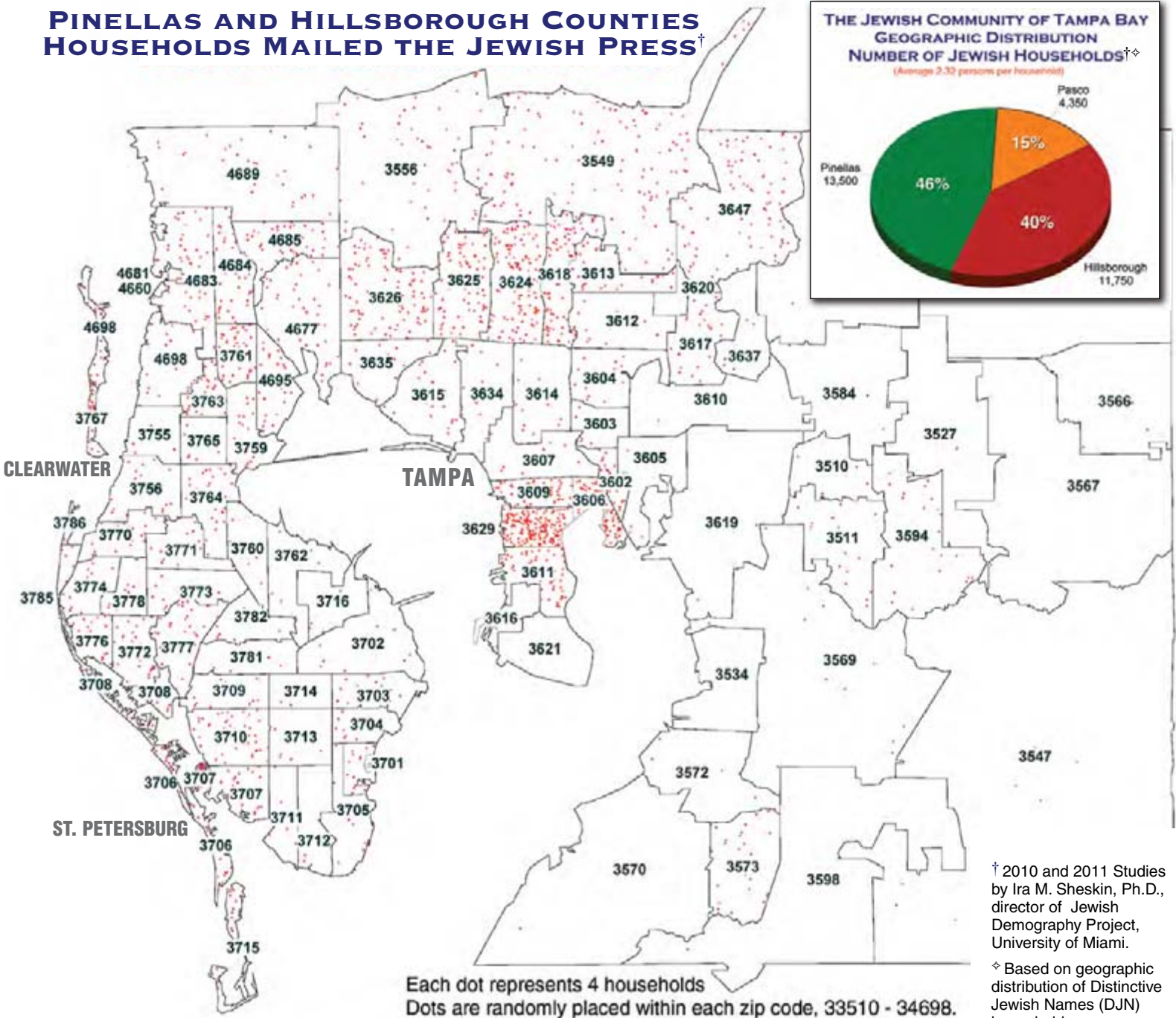
- 3 Jewish college campus organizations
- 1 regional nursing home
- 2 kosher assisted living facilities
- 1 Jewish-sponsored senior residence.

- 2 JEWISH COMMUNITY NEWSPAPERS:

**Jewish Press**  
of Pinellas County

**Jewish Press**  
of Tampa

## PINELLAS AND HILLSBOROUGH COUNTIES HOUSEHOLDS MAILED THE JEWISH PRESS†



† 2010 and 2011 Studies by Ira M. Sheskin, Ph.D., director of Jewish Demography Project, University of Miami.

‡ Based on geographic distribution of Distinctive Jewish Names (DJN) households.