

Mechanical

Ad Sizes

- Full Page**
10.25" wide x 15.5" high
- Half Page**
Horizontal 10.25" wide x 7.5" high
Vertical 5" wide x 15.5" high
- Quarter Page**
Vertical only 5" wide x 7.5" high
- One-eighth Page**
Horizontal only 5" wide x 3.75" high

Classified Ads

\$8 for 12 words; \$0.10 each additional word payable in advance of publication

Political Advertising

Local Retail Rates apply. Space reserved only on payment prior to publication.

Marketplace



Your business card reproduced with no changes. **\$36 per month**, 3 month minimum. Any changes to business card billed at a minimum charge of \$15.

Local Retail Display A D V E R T I S I N G

Local Retail Display	1-issue	3-issues	6-issues	12-issues
<i>Full page color</i>	\$770	\$750	\$726	\$705
<i>Full page B/W</i>	\$512	\$500	\$485	\$470
<i>Half page color</i>	\$456	\$442	\$430	\$415
<i>Half page B/W</i>	\$305	\$295	\$277	\$245
<i>Quarter page color</i>	\$260	\$252	\$245	\$238
<i>Quarter page B/W</i>	\$175	\$168	\$158	\$140
<i>One-Eighth page</i>	\$95	\$90	\$84	\$75
<i>Inserts</i>	\$305	\$295	\$277	\$245

Production Charges

Rates include normal typesetting and composition.
Other modifications will be charged additional fees

Deadlines

Advertising copy for typesetting, composition, etc. due the 10th of the month preceding publication.
Camera-ready ads accepted to the 20th.
Please call your advertising rep. or our graphics department at 419-724-0318 for digital specifications.

Terms

All advertising charges are due within 30 days after publication. Any account delinquent over 30 days will be subject to a 1.5% monthly service charge (18% annual rate). The minimum charge on delinquent accounts is \$0.50 per month.

Policies

We reserve the right to refuse any advertising not considered in good taste or not conforming to the standards of the publication.

We shall not be liable for damages if, for any reason, we fail to publish an advertisement.

Advertisers assume liability for the content of all advertisements as submitted or as approved in proof form (if designed by the publisher). all advertising must be clearly identifiable as such.

We shall not be liable for more than the space cost of an advertisement if, for any reason, an incorrect advertisement should be published.

For advertising information or to place an ad with the Toledo Jewish News contact Sharon Amberg at 419-724-0363 or sharon@jewishtoledo.org

Toledo Jewish News Community Readership

Guaranteed circulation to Jewish families in the greater Toledo area. Estimated circulation 2,400. More than 5000 readers monthly. Distributed by mail the first week of each month.

A recent market survey indicates that the education levels of the Toledo Jewish community are high.

- More than 45% of the adult head of households are college graduates or post graduates.
- 67.4% of the male head of households are professional, technical, managers, officials or sales personnel.
- 37.5% of the female head of households are professional, technical, sales or clerical personnel. 33.6% are homemakers.
- The majority of the Jewish population lives in the western sections of greater Toledo - Ottawa Hills, Sylvania, Westgate, Franklin Park, Maumee, Perrysburg, Holland, Lambertville and Temperance.

**Contact Sharon Amberg at
419-724-0363 or
sharon@jewishtoledo.org**



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United Jewish Council of greater Toledo

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Advertising

- Rates
- Mechanical Data
- Deadlines
- Terms
- Policies