

Chronicle

THE VOICE OF THE JEWISH COMMUNITY

ADVERTISING RATE SHEET

Who We Are

Deliver your message to well-educated homeowners and professionals with high discretionary income and buying power. Advertise in the Chronicle.

The Chronicle is delivered to 6,000 households in the Greater Long Beach and West Orange County area. It is also placed at 10 synagogues and community organizations and is available for the over 20,000 people that visit the Alpert Jewish Community Center yearly.

The Chronicle is THE place for information about community events, great news, and interesting reading. Your business or organization will benefit greatly from being in the Chronicle.

Areas of Circulation



Contact Information:

General:

Yolanda Placencio
562-426-7601 EXT 1314
chronicle@jewishlongbeach.org

Advertising:

To advertise, contact Anna Shabtay
562-426-7601 EXT 1007
ashabtay@jewishlongbeach.org
www.jewishlongbeach.org

Payment Policy

Advance payment is required of all first-time advertisers unless or until credit is established. All political advertisements must be paid in advance. Payment is due 30 days from date of billing. A 1.5% per month (18% per annum) finance charge will be assessed on all past due accounts. Any error which does not materially affect the value of the advertisement is not subject to billing adjustment.

The Chronicle is printed on standard newsprint in a five-column tabloid format. The page image is 10.875 inches wide and 13.5 inches deep.

2 column ad (4 inches) 3 column ad (6 inches)
4 column ad (8 inches) 5 column ad (10 inches)

Pre-Printed Inserts

Base rate \$600 per issue.

Size not to exceed 10.875" wide by 13.5" high. Please contact Yolanda at 562-426-7601 EXT 1314 for further instructions.

Services and Costs

(Camera-ready artwork is preferred)

The Chronicle will design and type set simple ads at no charge; however, any ad design requiring over 30 minutes graphic time will be billed at the rate of \$60 per hour. There is a one-time charge of \$5 for each photograph used. The Chronicle cannot be held liable for the condition of photographs or artwork after their use. We do not guarantee position except for some year-long commitments.

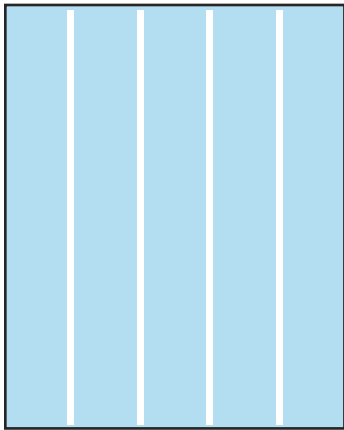
2010 CHRONICLE SUBMISSION DEADLINES

<u>Issue</u>	<u>Focus</u>	<u>Submission Deadline</u>
February 2010	Purim	December 30, 2009
March 2010	Summer Camps and Passover	January 27, 2010
April 2010	Yom Hashoah and Yom Ha'atzmaut	February 24, 2010
May 2010	Shavuot	March 24, 2010
June 2010	Graduations	April 28, 2010
July 2010	Seniors	May 26, 2010
August 2010	Back to School	June 30, 2010
September 2010	High Holy Days	July 28, 2010
October 2010	Bar/Bat Mitzvahs	August 25, 2010
November 2010	Book Festival	September 29, 2010
December 2010	Chanukah	October 27, 2010
January 2011	Weddings	November 24, 2010

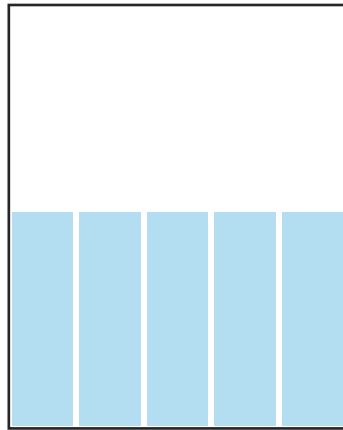
PUBLISHED SINCE 1947 BY THE JEWISH FEDERATION OF GREATER LONG BEACH AND WEST ORANGE COUNTY

3801 E. WILLOW STREET | LONG BEACH, CA 90815- 1791 | (562) 426- 7601, EXT. 1314 | FAX (562) 424- 3915

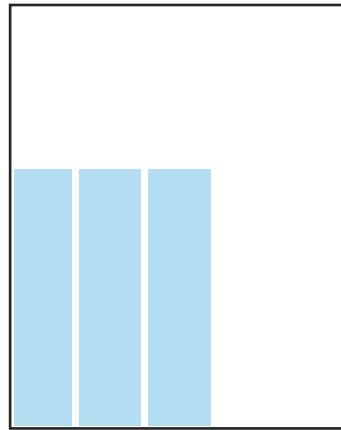
Display Advertising Rates (per monthly insertion)



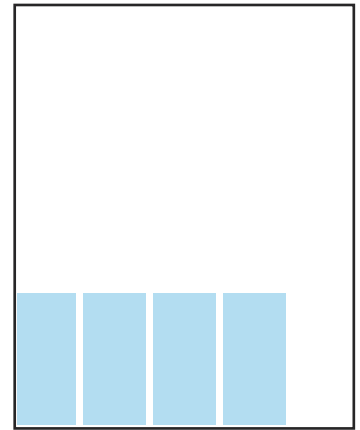
Full Page = 60"
5 col. x 12"
9.625" x 12"



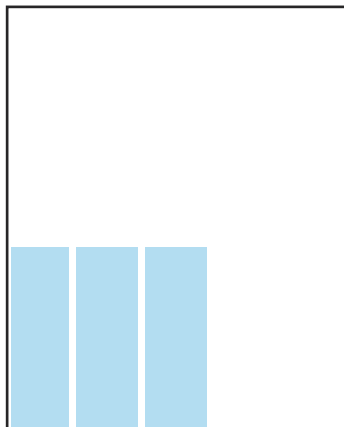
Half Page = 30"
5 col. x 6"
9.625" x 6"



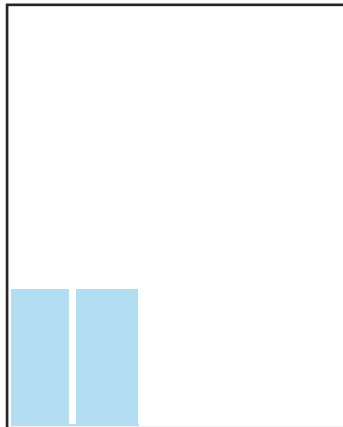
Third Page Vertical = 24"
3 col. x 8"
5.725" x 8"



Third Page Horizontal = 24"
4 col. x 6"
7.7" x 6"



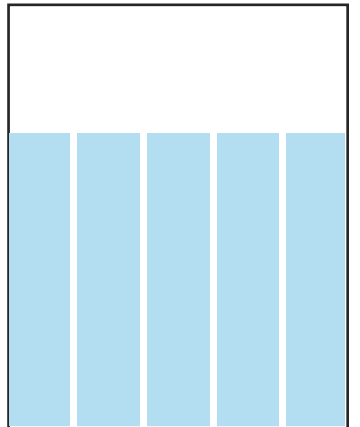
Quarter Page Vertical = 15"
3 col. x 5"
5.725" x 5"



Eighth Page = 8"
2 col. x 4"
3.725" x 4"



Business Card = 4"
2 col. x 2"
3.725" x 2"



Back Page = 47.5"
5 col. x 9.5"
9.625" x 9.5"

AD SPECIFICATIONS

- Please submit ads as high-resolution JPG, TIF or PDF files with fonts and images embedded.
- Ad layouts in MS Word, MS Works, MS Publisher, Page-maker, and Windows PC fonts are NOT compatible with our pre-press software.
- Screen images captured from web pages are NOT suitable for print.
- PDF trim size is exact size of ad space ordered
- No crop or registration marks necessary.
- BLACK text/art is (100% K) or grayscale — not RGB.
- COLOR images are CMYK — not RGB.
- Photos or logos submitted as: JPG (jpeg) or TIF (tiff) files. Resolution is 300 dpi or greater.
- No further alterations or editing required — any editing done to your PDF will not guarantee integrity of original.

OTHER TYPES OF ADS:

Professional Services and Business Directory
\$400 per year (12 issues) four lines of printed copy.
\$75 for each additional line.
Maximum 42 characters/space per line.
Must be paid in advance of insertion.

OTHER FEES

- Color ads: please add \$425 for full page color
- Color is pro-rated per ad size.

DISCOUNTS

- If you commit and pre-pay for 12 insertions, we will give you a 20% discount.
- If you are representing a non-profit organization with a 501c3 certification, you will receive a 20% discount.
- Only one discount applies.