

the VOICE

your source for local and global Jewish news

advertising rate sheet

General circulation

The Jewish Federation of the Sacramento Region is a philanthropic agency focused on social services, educational and cultural programs, and partnerships with our local synagogues and Jewish organizations. Our general circulation is 5,500 households.

RATES/SIZES

Full page \$575

Half page \$375

1/4 page \$225

1/8 page \$115

ISSUE DATES

Issue date

March

June

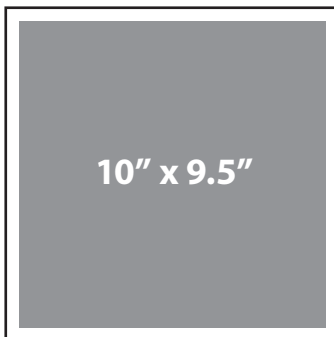
September

December

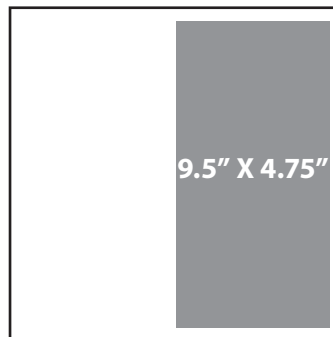
Artwork due

Artwork is due by the 10th of the month by 3:00pm prior to each issue. If the 10th falls over the weekend, the deadline is the Friday before by 2:00pm.

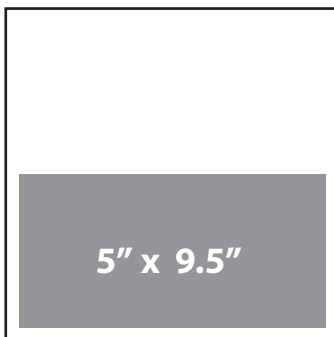
Full Page



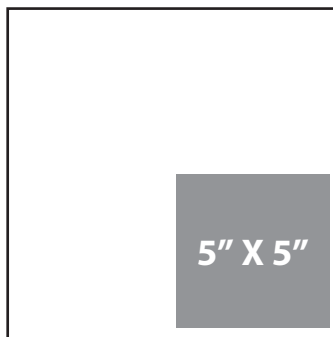
1/2 Page Vertical



1/2 Page Horizontal



1/4 Page



1/8 Page Vertical



1/8 Page Horizontal



Color Charges (add to black & white rate) \$250.

Non-Profit Rate (must provide Tax ID number) is 20% off standard rate.

Special inserts

- ✘ 8.5x10" sheet (must be folded lengthwise) \$1,000
- ✘ Custom rates available for alternate sizes (cannot exceed 10x9.5 specifications)

Mechanicals

All files must be submitted as either PDF, AI, PSD, INDD or EPS file type. (Any non-vector files must be of high resolution i.e. 300 dpi and fit within the size limit of purchased ad space.) Must be packaged with any links/ fonts used.

Terms/Cancellations

Payment for advertising is expected at the time the order is placed. Cancellations following the closing date will be invoiced at the prevailing rate. Advertisers will receive copies of the publication following printing.

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Ad Agreement & Insertion Order

To reserve advertising space in the VOICE, please complete and return this form to Elissa Einhorn at eeinhorn@jewishsac.org or 916-441-1662 (fax).

Ad Specifications:

- I will place an ad in one (1) issue
- I will place an ad in two (2) issues
- I will place an ad in three (3) issues
- I will place an ad in four (4) issues

Insert my ad in the following issue(s):

- March
- June
- September
- December

Ad size:

- Full Page
- Half Page Horizontal
- Half Page Vertical
- Quarter Page
- One-Eighth Page Horizontal
- One-Eighth Page Vertical

Ad is:

- Print ready
- Needs production work (Must specify at least 2 weeks in advance of due date)

Billing Information (please print)

Ad rate _____ x # of issues _____ + color _____
Total \$ _____

Name on Credit Card

Company

Business Name

Advertiser

Billing Address

City/State/Zip

E-mail/Fax

Phone

Credit Card #, Security Code, Exp. Date

Enclosed is my check for \$ _____

I hereby certify that I am an authorized agent of the above-named company (herein named as "advertiser") and have authority to execute this Advertising Agreement for and on behalf of same. With my signature below, I authorize the Jewish Federation to publish advertising as outlined above within a 12-month period effective the signature date.

This Advertising Agreement is subject to all terms and conditions set forth on the VOICE Rate Sheet, a copy of which has been made available to me. I have read and understand all of the terms and conditions as set forth on the Rate Sheet.

Signature

Date

Payment is due prior to the publication of your ad.
Return form to Elissa Einhorn, eeinhorn@jewishsac.org,
or 916-441-1662 (fax).