

# the VOICE

your source for local 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 6,000 households.

### RATES/SIZES

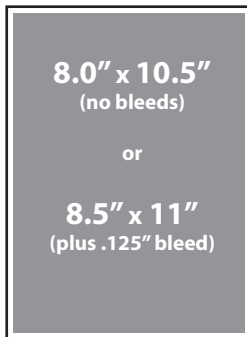
Full page ..... \$575

Half page ..... \$375

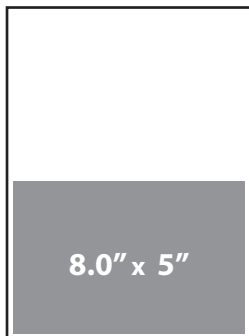
1/4 page ..... \$225

1/8 page ..... \$115

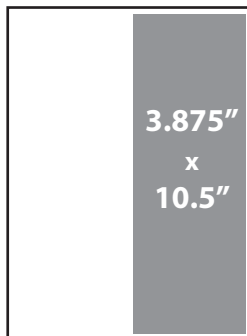
Full Page



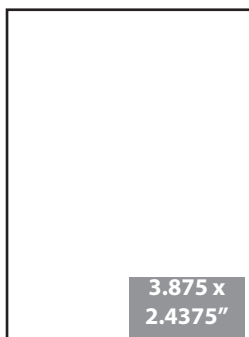
1/2 Page Horizontal



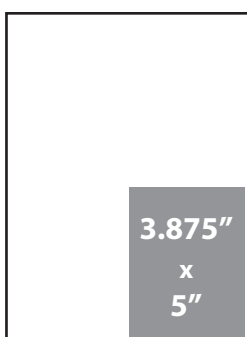
1/2 Page Vertical



1/8 Page Horizontal



1/4 Page Vertical



### ISSUE DATES

#### Issue date

Fall 2017 (September 15)

Winter 2017 (December 15)

Spring 2018 (March 23)

Summer 2018 (June 22)

#### Artwork due

August 8

November 8

February 1

May 8

There is no extra charge for full color ads.

#### Special inserts

- ✘ 8.375" x 10.875.....\$1,000  
(must be folded in half to 8.375" x 5.4375")
- ✘ Custom rates available for alternate sizes

#### 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.

# the VOICE

your source for local Jewish news

advertising rate sheet

## Ad Agreement & Insertion Order

To reserve advertising space in the VOICE, please return completed form by mail to:  
The Jewish Federation of the Sacramento Region, 2130 21st Street, Sacramento, CA 95818  
or email to Melanie Flood at: [comms@jewishsac.org](mailto:comms@jewishsac.org).

### 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):

- Fall 2017
- Winter 2017/18
- Spring 2018
- Summer 2018

### Ad size:

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

### 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 \_\_\_\_\_

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: The Jewish Federation of the Sacramento Region  
2130 21st Street, Sacramento, CA 95818

Or email to Melanie Flood at: [comms@jewishsac.org](mailto:comms@jewishsac.org)