

2011

Advertising Rates & Sizes

JT news

Washington's *only* Jewish community media service publishes JTNews in print and digitally 27 times a year.

Now anyone, anywhere can view your ad!

Whether online or on their mobiles, anywhere, any time, readers can view and download JTNews cover-to-cover with ads in place, posted in the **Reader's Corner** at jtnews.net.



Baker's Box

1 col x 2"

Open	\$74.00
4-X	\$67.00
8-X	\$64.00
12-X	\$59.00
16-X	\$55.00
27-X	\$48.00
Suite	\$39.00

3 Unit Box

1 col x 3"

Open	\$116.00
4-X	\$105.00
8-X	\$100.00
12-X	\$92.00
16-X	\$85.00
27-X	\$75.00
Suite	\$60.00

4 Unit Box

H 2 col x 2"
V 1 col x 4"
B 4 col x 1"

Open	\$155.00
4-X	\$140.00
8-X	\$134.00
12-X	\$123.00
16-X	\$114.00
27-X	\$100.00
Suite	\$81.00

6 Unit Box

H 2 col x 3"
V 1 col x 5"
B 3 col x 2"

Open	\$233.00
4-X	\$210.00
8-X	\$201.00
12-X	\$185.00
16-X	\$171.00
27-X	\$150.00
Suite	\$121.00

8 Unit

H 2 col x 4"
B 4 col x 2"

Open	\$311.00
4-X	\$280.00
8-X	\$269.00
12-X	\$247.00
16-X	\$229.00
27-X	\$200.00
Suite	\$162.00

Specifications

Print Image Area
Picas: 58p6 wide x 75 deep
Inches: 9.75 wide x 12.5 deep

	Picas	Inches
1 column:	13p6	2.25
2 columns:	28p6	4.75
3 columns:	43p6	7.25
4 columns:	58p6	9.75

Images: minimum 200dpi

Big Box

H 2 col x 5"
V 1 col x 10"
B 3 col x 3"

Open	\$374.00
4-X	\$336.00
8-X	\$323.00
12-X	\$297.00
16-X	\$275.00
27-X	\$240.00
Suite	\$195.00

Quarter Page

H 3 col x 4"
V 2 col x 6.25"
B 4 col x 3"

Open	\$467.00
4-X	\$420.00
8-X	\$403.00
12-X	\$371.00
16-X	\$343.00
27-X	\$300.00
Suite	\$243.00

Third Page

3 col x 6"

Open	\$617.00
4-X	\$554.00
8-X	\$532.00
12-X	\$490.00
16-X	\$453.00
27-X	\$396.00
Suite	\$321.00

Classified Advertising Opportunities

Single Insert: _____ \$30 per inch
3 ads consecutively: third ad is 50% off!
10-X _____ \$25 per inch
10 ads consecutively: tenth ad is free!
27-X _____ \$20 per inch
27 ads consecutively: 26th & 27th ads are free!

Shy Half

3 col x 8"

Open	\$897.00
4-X	\$806.00
8-X	\$775.00
12-X	\$712.00
16-X	\$660.00
27-X	\$576.00
Suite	\$468.00

Half Page

H 4 col x 6.25"
V 2 col x 12.6"

Open	\$935.00
4-X	\$840.00
8-X	\$807.00
12-X	\$742.00
16-X	\$687.00
27-X	\$600.00
Suite	\$487.00

Three Quarter Page

H 4 col x 9"
V 3 col x 12.5"

Open	\$1,402.00
4-X	\$1,260.00
8-X	\$1,211.00
12-X	\$1,113.00
16-X	\$1,031.00
27-X	\$900.00
Suite	\$731.00

Full Page

4 col x 12.5"

Open	\$1,870.00
4-X	\$1,680.00
8-X	\$1,615.00
12-X	\$1,485.00
16-X	\$1,375.00
27-X	\$1,200.00
Suite	\$975.00

2011 Publication schedule

JT news

JAN 2011

PUB 14-JAN New Year's Resolutions
DL 5-Jan First Jewish Baby of 2011
CAMPS & SUMMER PLANS

PUB 28-JAN JTBest Reader Results
DL 19-Jan Israel Travel, CAMPS & SUMMER PLANS
Mercer Island In Review

FEB 2011

BONUS DISTRIBUTION
PUB 11-FEB Jewish Wedding Celebrations
DL 2-Feb I ♥ Chocolate
CAMPS & SUMMER PLANS

PUB 25-FEB Bar & Bat Mitzvah Celebrations
DL 16-Feb CAMPS & SUMMER PLANS
NEW Tacoma in Review

MAR 2011

PURIM 3-19
PUB 11-MAR Jewish & Green
DL 2-Mar CAMPS & SUMMER PLANS

jew-ish

PUB 25-MAR Philanthropy & Family Finance
DL 16-Mar CAMPS & SUMMER PLANS
Bellevue In Review

APR 2011

PUB 1-APR Passover Planner
DL 23-Mar Volunteer Salute
CAMPS & SUMMER PLANS

PUB 15-APR Passover Greetings
DL 6-Apr CAMPS & SUMMER PLANS

PUB 29-APR Israel Independence Day
DL 18-Apr Five Women to Watch
CAMPS & SUMMER PLANS

MAY 2011

LAG B'OMER 5-22
PUB 13-MAY Northwest Getaways
DL 4-May

Northwest Jewish Family

SHAVUOT 6-7
PUB 27-MAY Celebrations
DL 18-May

JTEEN MAGAZINE

JUN 2011

PUB 10-JUN Five Men(sch)
DL 1-Jun Graduation
Bellevue in Review

The Professional Directory to Jewish Washington
PUB 24-JUN 10 Under 40
DL 15-Jun

BONUS DISTRIBUTION

JUL 2011

PUB 8-JUL Select Homes & Properties
DL 29-Jun Northwest Summer Fun

jew-ish

PUB 22-JUL Hanukkah in July
DL 13-Jul The Happy Issue
Mercer Island In Review

AUG 2011

PUB 5-AUG Back to School
DL 27-Jul

The Guide to Jewish Washington

PUB 19-AUG Summer Celebrations
DL 10-Aug

SEP 2011

ROSH HASHANAH 9-28 - 30
PUB 2-SEP Rosh Hashanah Prep
DL 24-Aug

jew-ish

PUB 16-SEP Rosh Hashanah Greetings
DL 7-Sep

BONUS DISTRIBUTION

OCT 2011

SIMCHAT TORAH 10-20
PUB 14-OCT Philanthropy & Family Finance
DL 5-Oct The Sweet Issue

PUB 28-OCT Five Women to Watch
DL 19-Oct General Election

JTEEN MAGAZINE

NOV 2011

PUB 11-NOV Holiday Celebrations
DL 2-Nov

The Tzedakah Book

PUB 18-NOV Eight Nights of Hanukkah
DL 9-Nov Kosher Gourmet

ONE ADVERTISING DEADLINE

DEC 2011

HANUKKAH 12-20 - 28
PUB 9-DEC Hanukkah Greetings
DL 30-Nov Meet the Synagogue
Bellevue in Review

PUB 23-DEC What's a Jew to Do?
DL 14-Dec JTBest Shameless Plug

jew-ish



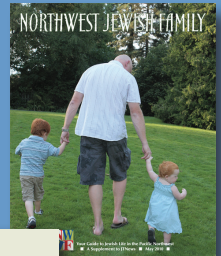
Celebrations 2011

- 11 Feb . Jewish Weddings
- 25 Feb . B'nai Mitzvah
- 27 May . Spring Celebrations
- 19 Aug . Summer Celebrations
- 30 Sep . Jewish Weddings
- 11 Nov . Holiday Celebrations

Annual PROJECTS



PUB 24-JUN
DL 20-May



PUB 13-MAY
DL 15-Apr



PUB 5-AUG
DL 8-Jul

YOM KIPPUR 10-7 - 8

PUB 30-SEP Jewish Wedding Celebrations
DL 21-Sep
NEW South Sound in Review

PUB 11-NOV
DL 2-Nov



BONUS DISTRIBUTION

PUB 25-NOV Holiday Giving Guide
DL 9-NOV

HOLIDAY BUNDLE
BUY 3, GET 1 FREE
NOVEMBER & DECEMBER