

# THE WISCONSIN **Jewish**chronicle



2018 **MEDIA KIT**

# WELCOME TO THE CHRONICLE



Hannah Rosenthal



Andrea Schneider

We are delighted to present you with advertising opportunities in the Wisconsin Jewish Chronicle. The Chronicle can place your ad in the hands of 16,600 highly-engaged, loyal readers. The Jewish market is affluent, educated, interested and active. And they support the advertisers who support their community newspaper, which is **read by 86% of Jewish households** in the Milwaukee area.

More statistics about the local Jewish community...

- 89%** have attended college
- 72%** have lived in the greater Milwaukee area for more than 20 years
- 66%** are married or partnered
- 61%** of families have a teenager at home
- 36%** of families have a child in preschool or day care

With more than a dozen national awards for excellence, the Chronicle covers arts, culture, education, parenting, wellness, entertainment, religion and Jewish lifecycle events. The newspaper is direct-mailed to Jewish households and to locations throughout the area where members of the Jewish community congregate. It can also be found online at [JewishChronicle.org](http://JewishChronicle.org).

Consider advertising in the Wisconsin Jewish Chronicle. Your ad will be viewed by a unique and valuable audience – because readers want content they can only find in their community Jewish newspaper.

Hannah Rosenthal  
CEO/President  
Milwaukee Jewish Federation, publisher

Andrea Schneider  
Board Chair  
Milwaukee Jewish Federation, publisher

## — from a reader —

*"I read The Wisconsin Jewish Chronicle every month because it keeps me up to date on what's happening throughout the local Jewish community. There is no other place where I can find out about life cycle events for Jewish families and read in-depth coverage of activities and issues that are important to local Jews. I make a point to patronize Chronicle advertisers because I know that we wouldn't have this important resource without them."*

— Michelle Wales, Fox Point

## — from our advertisers —

*"We advertised with the Wisconsin Jewish Chronicle for six months and definitely saw an increase in business."*

— Linda G., Frank Armstrong Paving

*"I have been in the healthcare field for over 20 years. I have advertised in many publications with little or no response. Our ads in the Jewish Chronicle have really been successful. We have reached a fantastic new audience and have had instant success. This is a must use advertising source!"*

Sherrie S., Willowbrook Place

*"The ad prices are reasonable and effective. It's the best way to reach our clients and get results."*

— Teri Ghodi, House of Roth

# PRINT AD SIZES, PRICES & SPECIFICATIONS

Display Ads	Width x Height (in.)	Column x Height	B&W	Full Color
Cover	6.355 x 2.375			\$500*
* 3-month commitment required				
1/24	3.6875 x 2	2x2	\$83	\$183
1/16	3.6875 x 3	2x3	\$123	\$223
1/16	5.625 x 2	3x2		
1/12	3.6875 x 4.125	2x4.125	\$156	\$256
1/8	3.6875 x 5.125	2x5.125	\$190	\$290
1/8	5.625 x 3.5	3x3.5		
1/5	3.6875 x 7.25	2x7.25	\$266	\$396
1/5	5.625 x 4.5	3x4.5		
1/4	3.6875 x 9.25	2x9.25	\$340	\$490
1/4	5.625 x 6.75	3x6.75		
1/3	5.625 x 8	3x8	\$454	\$604
1/2	7.5625 x 9	4x9	\$626	\$826
1/2	9.5 x 7	5x7		
FULL	9.5 x 13.75	5x13.75	\$1,097	\$1,297

## CLASSIFIED ADS • B&W only

1.75" x 2"	1x2	\$25
1.75" x 3"	1x3	\$35
1.75" x 4"	1x4	\$50
3.6875" x 2"	2x2	\$50
3.6875" x 3"	2x3	\$85

## Line Ads • B&W only

20 words – \$12 / 30¢ each additional word

## Special Section Cover Package (see page 6)

Color Cover + B&W Advertorial + 1/4 4c Ad \$1,500

## Special Section Composite Ads • Color only (see page 5)

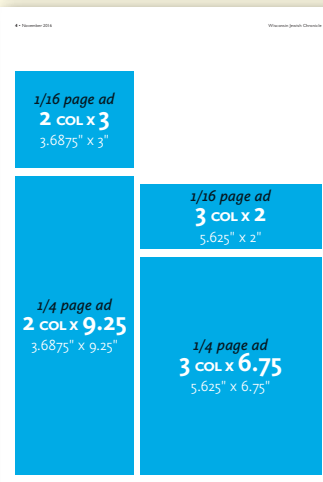
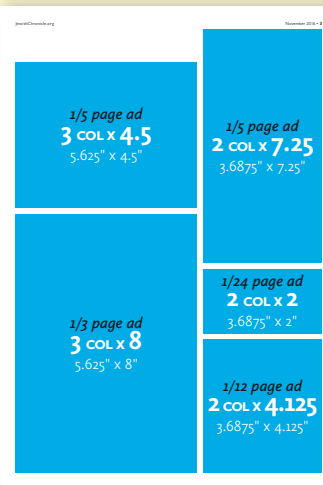
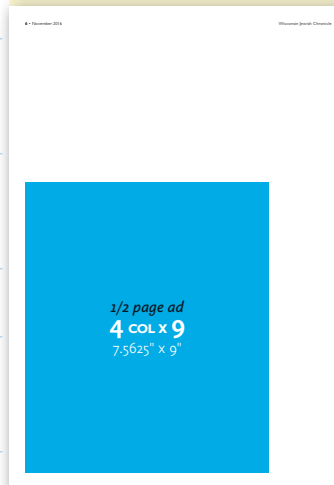
Small	4.625 x 3	\$180
Large	4.625 x 6.167	\$320

All rates shown are net

## FREQUENCY DISCOUNT

6X  
5% off

12X  
10% off



SEE PAGE 7 FOR  
MONTHLY AD  
DEADLINES!

SEE BACK COVER FOR  
AD SPECS,  
TERMS &  
DISCOUNTS

# ONLINE AD SIZES, PRICES & SPECIFICATIONS

## Be seen on the Wisconsin Jewish Chronicle website JewishChronicle.org

- Secure a space for the entire site or for select pages.
- No rotating ads so each position is yours for the entire month.
- Up to three ads per page
- Straightforward, fixed prices. No pay per click or pay per view.
- 8,500 views each month on the current site.
- Option to change your ad once per month.
- Highly targeted, highly engaged audience.

### Sponsorship Opportunities

Individual page sponsorship available for Life Cycle events: Obituaries, Dedications, Births, Weddings, Engagements, Students, and B'nai mitzvah. Other sponsorship opportunities also available.

### Terms

All billing is rendered at NET RATES listed.  
Accounts due/payable when invoice rendered. Visa, MasterCard and American Express accepted.

### Specifications/Deadlines

Ad files must be 100% or larger of final size with a resolution of 300 dpi. JPG and PNG accepted. Ads are published on the first of each month. Ads and URLs are due 7 work days in advance.



### Introductory Monthly Pricing

- a ) Entire site (\$600)
- b ) Homepage only (\$150)
- c ) Entire site (where space is available) (\$300)  
Homepage only (\$125)  
One page only (\$100)
- d ) Entire site (where space is available) (\$175)  
Homepage only (\$125)  
One page only (\$100)

### Frequency Discounts

6 times = 10% off | 12 times = 20% off

EVEN MORE  
ADVERTISING  
OPPORTUNITIES

## FREE-STANDING INSERTS

**WE'RE PAYING THE POSTAGE! Distribute 8,500 copies of your ad or promotion via highly visible free-standing inserts within the Chronicle.**

You provide our print house with your insert. (Do not include a postal indicia on your insert.)

**MAXIMUM DIMENSIONS** (flat or folded) – 7" x 10.5" • **TOTAL QUANTITY NEEDED** – 8,700  
**INSERTION COST** – as low as \$850 • **FOLDING COST** (if needed) – \$100

1. Provide a sample PDF of the insert to the Chronicle by the 10th of the month

Email to  
**JaneD@MilwaukeeJewish.org**  
or mail to  
**The Wisconsin Jewish Chronicle,**  
Attn. Jane Dillon  
1360 N. Prospect Ave., Milwaukee, WI 53202

2. Deliver printed inserts to the print house by the 15th of the month

**Bliss Communications**  
Attn: Insertion for Wisconsin Jewish Chronicle  
333 S. Wuthering Hills Drive, Janesville, WI 53546  
Clearly mark cartons with date of insertion and name of publication. Example: March 2018, Wisconsin Jewish Chronicle

EVEN MORE  
ADVERTISING  
OPPORTUNITIES

# COMPOSITE PAGE ADVERTISING

Claim your place on a page of **LARGE COLOR ADS**  
within our special advertising sections!

*Special Sections that include Composite Ad Pages:*

APRIL **BUSINESS  
INNOVATIONS**

JUNE **SUMMER FUN**

MAY **MOTHERS DAY  
& CELEBRATIONS**

NOVEMBER **WEDDINGS  
& CELEBRATIONS**

DECEMBER  
**CHANUKAH**

*Two ad sizes are available:*

SEE PAGE 7 FOR  
**MONTHLY AD  
DEADLINES!**

SEE BACK COVER FOR  
**AD SPECS,  
TERMS &  
DISCOUNTS**

**4.625" x 6.167"**  
**FULL COLOR!**  
**\$320**

**4.625" x 3"**  
**FULL COLOR!**  
**\$180**

4.1 January 2017

Worshiper Journal Chronicle

COMPOSITE PAGE THEME	
4.625 X 6.167" \$320	4.625 X 3" \$180
	4.625 X 3" \$180
4.625 X 3" \$180	4.625 X 6.167" \$320
4.625 X 3" \$180	



**EVEN MORE  
ADVERTISING  
OPPORTUNITIES**

# SPECIAL SECTION COVER PACKAGE

**For only \$1,500 YOUR BUSINESS CAN BE FEATURED  
in one of the Chronicle's special advertising sections!**

## Special Sections available for Cover Package:

JANUARY <b>SENIORS</b>	MAY <b>MOTHERS DAY &amp; CELEBRATIONS</b>	AUGUST <b>BACK TO SCHOOL</b>
FEBRUARY <b>CAMP GUIDE</b>	JUNE <b>SUMMER FUN</b>	OCTOBER <b>SENIORS, OVERNIGHT CAMPS</b>
APRIL <b>BUSINESS INNOVATIONS, ISRAEL INDEPENDENCE</b>	JULY <b>HEALTHY LIVING, ACTIVE SENIORS</b>	NOVEMBER <b>WEDDINGS &amp; CELEBRATIONS</b>

*Cover Packages are not available for our Passover, Rosh Hashanah or Chanukah special sections.*

## Our three-part Cover Package includes:

- FULL PAGE COLOR AD\*** (9.5" x 13.75") on the **FRONT PAGE** of the Section
- FULL PAGE B&W ADVERTORIAL\*** (9.5" x 13.75") on the **SECOND PAGE** of the Section
- 1/4 PAGE COLOR AD** horizontal (5.625"x 6.75") or vertical (3.6875" x 9.25") within the Section

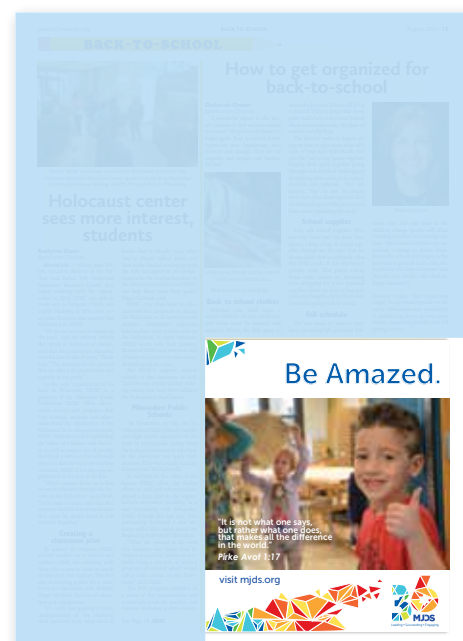
\*When preparing your Full-Page ads, please include a footer with the words: "PAID ADVERTISEMENT"



Front Cover Ad



Inside Front Cover Ad



1/4 page ad

# 2018 MONTHLY FEATURES, DATES & DEADLINES!

## JANUARY

SPECIAL SECTION:  
**SENIORS**

RESERVE AD SPACE BY  
**DEC 6**

PROVIDE ADS TO US BY  
**DEC 8**

## FEBRUARY

SPECIAL SECTION:  
**CAMP GUIDE**

RESERVE AD SPACE BY  
**JAN 5**

PROVIDE ADS TO US BY  
**JAN 9**

## MARCH

SPECIAL SECTION:  
**PASSOVER**

RESERVE AD SPACE BY  
**FEB 5**

PROVIDE ADS TO US BY  
**FEB 7**

## APRIL

2 SPECIAL SECTIONS:  
**BUSINESS INNOVATIONS**  
AND  
**ISRAEL INDEPENDENCE**

RESERVE AD SPACE BY  
**MAR 6**

PROVIDE ADS TO US BY  
**MAR 8**

## MAY

SPECIAL SECTION:  
**MOTHERS' DAY &  
CELEBRATIONS**

RESERVE AD SPACE BY  
**APR 3**

PROVIDE ADS TO US BY  
**APR 5**

## JUNE

SPECIAL SECTION:  
**SUMMER FUN**

RESERVE AD SPACE BY  
**MAY 7**

PROVIDE ADS TO US BY  
**MAY 9**

## JULY

**HEALTHY LIVING,  
ACTIVE SENIORS**

RESERVE AD SPACE BY  
**JUN 6**

PROVIDE ADS TO US BY  
**JUN 8**

## AUGUST

SPECIAL SECTION:  
**BACK TO SCHOOL**

RESERVE AD SPACE BY  
**JUL 5**

PROVIDE ADS TO US BY  
**JUL 9**

## SEPTEMBER

SPECIAL SECTION:  
**ROSH HASHANAH**

RESERVE AD SPACE BY:  
MAIN **AUG 3** ROSH **JUL 16**

PROVIDE ADS TO US BY  
MAIN **AUG 7** ROSH **JUL 20**

## OCTOBER

2 SPECIAL SECTIONS:  
**SENIORS AND  
OVERNIGHT CAMPS**

RESERVE AD SPACE BY  
**SEP 4**

PROVIDE ADS TO US BY  
**SEP 6**

## NOVEMBER

SPECIAL SECTION:  
**WEDDINGS &  
CELEBRATIONS**

RESERVE AD SPACE BY  
**OCT 4**

PROVIDE ADS TO US BY  
**OCT 8**

## DECEMBER

SPECIAL SECTION:  
**CHANUKAH  
GREETINGS & GIFTS**

RESERVE AD SPACE BY  
**NOV 5**

PROVIDE ADS TO US BY  
**NOV 7**

*Special Section feature topics subject to change. See Back Cover for **AD SPECIFICATIONS, TERMS AND DISCOUNTS.***

**YOUR AD  
IS EFFECTIVE  
YEAR-ROUND!**

# A GUIDE TO JEWISH WISCONSIN



## Our "Jewish Yellow Pages"!

The annual Guide to Jewish Wisconsin is a year-round, well-used resource for individuals, families, groups and organizations. Your ad will be seen by our readers for an entire 12 months. Don't miss this opportunity to put your business message in the hands of thousands of potential clients and customers.

With a circulation of 9,500, the Guide is inserted in the August 2018 Chronicle and mailed to more than 8,300 subscribers and to all advertisers. The Guide is bulk-dropped at numerous businesses, included in welcome packets for newcomers, and receives thousands of hits on the Milwaukee Jewish Federation website, where it appears as a searchable directory.

AD SIZE	WIDTH x HEIGHT	B&W	FULL COLOR
Back Cover	6.25" x 9.25"		\$1,600
Inside Front Cover	6.25" x 9.25"		\$1,500
Inside Back Cover	6.25" x 9.25"		\$1,500
Full Page	6.25" x 9.25"	\$900	\$1,000
1/2 Page Vertical	3" x 9"	\$500	\$600
1/2 Page Horizontal	6.25" x 4.375"	\$500	\$600
1/4 Page Vertical	3" x 4.375"	\$300	\$350
1/4 Page Horizontal	6.25" x 2.187"	\$300	\$350
1/8 Page	3" x 2.187"	\$175	\$225

## AUGUST GUIDE TO JEWISH WISCONSIN

RESERVE AD SPACE BY  
**JUN 6**

PROVIDE ADS TO US BY  
**JUN 8**

BILLING BY  
**AUG 2018**

## SPECIFICATIONS FOR ALL AD SUBMISSIONS

### *If you are supplying a finished ad to us:*

Please email **PDF FILES** with embedded fonts • Include company name in file name • Supply at correct size! • **CMYK** color format for full color ads, **Grayscale** for black & white ads.

### *If we are creating your ad for you:*

**TEXT** Supply via email, Word doc., or other text file. (.doc, .docx, .rtf or .txt)

**LOGOS** Supply in vector form (.ai, .eps or .pdf). If you cannot, supply a .jpg or .png that's at least 100% of the desired print size.

**PHOTOS** Please supply a .jpg or .tif of the largest size file you have. If possible supply at the original size photos were taken. Leave photos in RGB color format, do not convert to CMYK. Photo size guideline: a 1500 pixel measurement = 5 inches printed.

### *Send your PDF files to both:*

Amy Butterfield, Graphic Designer  
**AmyBu@MilwaukeeJewish.org**

Jane Dillon, Sales Representative  
**JaneD@MilwaukeeJewish.org**

### *Terms & Frequency Discounts*

**6 x ~ 5% off / 12 x ~ 10% off**

(Applies to varied or consistent sizes.)

All billing is rendered at **NET RATES** as listed.  
Accounts due/payable when invoice rendered.



SEE PAGE 7 FOR  
**MONTHLY AD  
DEADLINES!**

SEE PAGE 3 FOR  
**AD SIZES**

THE WISCONSIN  
**Jewish**chronicle

**MEDIA KIT  
2018**

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Jane Dillon Sales Representative • 414-390-5765 • JaneD@MilwaukeeJewish.org