WELCOME TO THE CHRONICLE

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.

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.

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_Hannah Rosenthal_  
CEO/President  
Milwaukee Jewish Federation, publisher

_Andrea Schneider_  
Board Chair  
Milwaukee Jewish Federation, publisher

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—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

<table>
<thead>
<tr>
<th>Display Ads</th>
<th>Width x Height (in.)</th>
<th>Column x Height</th>
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<th>Full Color</th>
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<tbody>
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<td></td>
<td></td>
<td>$500*</td>
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* 3-month commitment required

<p>| | | | | |</p>
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<td>1/16</td>
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### Classified Ads • B&W only

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### 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)

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x Height (in.)</th>
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<tr>
<td>Large</td>
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*All rates shown are net*
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.

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

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
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
MAY MOTHERS DAY & CELEBRATIONS
JUNE SUMMER FUN
NOVEMBER WEDDINGS & CELEBRATIONS
DECEMBER CHANUKAH

Two ad sizes are available:

4.625" x 6.167"
FULL COLOR!
$320

4.625" x 3"
FULL COLOR!
$180
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
SENIORS

FEBRUARY
CAMP GUIDE

APRIL
BUSINESS INNOVATIONS, ISRAEL INDEPENDENCE

MAY
MOTHERS DAY & CELEBRATIONS

JUNE
SUMMER FUN

JULY
HEALTHY LIVING, ACTIVE SENIORS

AUGUST
BACK TO SCHOOL

OCTOBER
SENIORS, OVERNIGHT CAMPS

NOVEMBER
WEDDINGS & CELEBRATIONS

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”
## 2018 MONTHLY FEATURES, DATES & DEADLINES!

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
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<tr>
<td>SPECIAL SECTION: SENIORS</td>
<td>SPECIAL SECTION: CAMP GUIDE</td>
<td>SPECIAL SECTION: PASSOVER</td>
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<tr>
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<td>RESERVE AD SPACE BY JAN 5 PROVIDE ADS TO US BY JAN 9</td>
<td>RESERVE AD SPACE BY FEB 5 PROVIDE ADS TO US BY FEB 7</td>
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<table>
<thead>
<tr>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<tr>
<td>2 SPECIAL SECTIONS: BUSINESS INNOVATIONS AND ISRAEL INDEPENDENCE</td>
<td>SPECIAL SECTION: MOTHERS’ DAY &amp; CELEBRATIONS</td>
<td>SPECIAL SECTION: SUMMER FUN</td>
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<tr>
<td>RESERVE AD SPACE BY MAR 6 PROVIDE ADS TO US BY MAR 8</td>
<td>RESERVE AD SPACE BY APR 3 PROVIDE ADS TO US BY APR 5</td>
<td>RESERVE AD SPACE BY MAY 7 PROVIDE ADS TO US BY MAY 9</td>
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</table>

<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
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<tbody>
<tr>
<td>HEALTHY LIVING, ACTIVE SENIORS</td>
<td>SPECIAL SECTION: BACK TO SCHOOL</td>
<td>SPECIAL SECTION: ROSE HASHANAH</td>
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<tr>
<td>RESERVE AD SPACE BY JUN 6 PROVIDE ADS TO US BY JUN 8</td>
<td>RESERVE AD SPACE BY JUL 5 PROVIDE ADS TO US BY JUL 9</td>
<td>RESERVE AD SPACE BY: MAIN AUG 3 Rosh JUL 16 PROVIDE ADS TO US BY: MAIN AUG 7 Rosh JUL 20</td>
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<table>
<thead>
<tr>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 SPECIAL SECTIONS: SENIORS AND OVERNIGHT CAMPS</td>
<td>SPECIAL SECTION: WEDDINGS &amp; CELEBRATIONS</td>
<td>SPECIAL SECTION: CHANUKAH GREETINGS &amp; GIFTS</td>
</tr>
<tr>
<td>RESERVE AD SPACE BY SEP 4 PROVIDE ADS TO US BY SEP 6</td>
<td>RESERVE AD SPACE BY OCT 4 PROVIDE ADS TO US BY OCT 8</td>
<td>RESERVE AD SPACE BY NOV 5 PROVIDE ADS TO US BY NOV 7</td>
</tr>
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</table>

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

**OUR CONNECTION TO JEWISH ARTS, CULTURE, EDUCATION, CAMPING AND RELIGIOUS LIFE**

**JEWISH WISCONSIN**

5778-5779 / 2017-2018

A GUIDE TO JEWISH WISCONSIN

Reserve ad space by **JUN 6**

Provide ads to us by **JUN 8**

Billing by **AUG 2018**

<table>
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<tr>
<th>AD SIZE</th>
<th>WIDTH x HEIGHT</th>
<th>B&amp;W</th>
<th>FULL COLOR</th>
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<tbody>
<tr>
<td>Back Cover</td>
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<tr>
<td>Inside Front Cover</td>
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<td>$1,500</td>
<td></td>
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<tr>
<td>Inside Back Cover</td>
<td>6.25&quot; x 9.25&quot;</td>
<td>$1,500</td>
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</tr>
<tr>
<td>Full Page</td>
<td>6.25&quot; x 9.25&quot;</td>
<td>$900</td>
<td>$1,000</td>
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<tr>
<td>1/2 Page Vertical</td>
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<td>$600</td>
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<td>6.25&quot; x 4.375&quot;</td>
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<td>1/4 Page Vertical</td>
<td>3&quot; x 4.375&quot;</td>
<td>$300</td>
<td>$350</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>6.25&quot; x 2.187&quot;</td>
<td>$300</td>
<td>$350</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3&quot; x 2.187&quot;</td>
<td>$175</td>
<td>$225</td>
</tr>
</tbody>
</table>

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
(Appplies to varied or consistent sizes.)
All billing is rendered at NET RATES as listed.
Accounts due/payable when invoice rendered.

**SPECIFICATIONS FOR ALL AD SUBMISSIONS**