

Publication Schedule 2011-2012

Jewish Community Voice



Publication Dates & Deadlines

ISSUE DATE	SPECIAL SECTION	DEADLINE DATE
2011		
September 7	Fall Fashion	August 26
September 21	Rosh Hashanah	September 12
October 5		September 22
October 19	Home	October 6
November 2	Celebrate	October 24
November 16		November 7
November 30	Chanukah Gift Guide	November 18
December 14	Last Minute Gift Guide	December 5
December 28		December 19

Camp Guide for 2012 (January 11-April 18)

2012		
January 11	Full Page Blitz	December 30
January 25	Weddings	January 16
February 8		January 30
February 22		February 13
March 7	Connect Magazine	February 27
March 21	Spring Fashion; Passover Food Home & Design	March 12
April 4		March 26
April 18		April 6
May 2	Mother's Day	April 23
May 16	Shavuot/Confirmation	May 7
May 30		May 21
June 13	Celebrations	June 4
June 27		June 18
July 11	Senior Living	June 29
July 25	Full Page Blitz	July 16
August 8	Back To School	July 30
August 22		August 13
September 5	Rosh Hashanah	August 24
September 19	Fall Fashion	September 7
October 3		September 21
October 17	Home & Design	October 4
October 31	Celebrations	October 22
November 14	Restaurants	November 5
November 28	Chanukah Gift Guide	November 16
December 12	Financial	December 3
December 26	Health & Wellness	December 17

CONNECT RESOURCE GUIDE

Publishes March 7. Deadline is February 8.

ATTITUDES MAGAZINE

Fall 2012 – Call for dates and deadlines.

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2011		
Fall Fashion	September 7	August 24
Rosh Hashanah	September 21	September 7
Home	October 19	October 5
Celebrate	November 2	October 19
Chanukah Gift Guide	November 30	November 16
Last Minute Gift Guide	December 14	November 30

2012		
Full Page Blitz	January 11	December 30
Weddings	January 25	January 11
Connect	March 7	February 8
Spring Fashion	March 21	March 7
Home & Design	April 4	March 21
Mother's Day	May 2	April 18
Confirmation	May 16	May 7
Celebrations	June 13	May 30
Senior Living	July 11	June 27
Full Page Blitz	July 25	July 16
Back To School	August 8	July 25
Rosh Hashanah	September 5	August 22
Fall Fashion	September 19	September 5
Home & Design	October 17	October 3
Celebrations	October 31	October 17
Restaurant Guide	November 14	October 31
Chanukah Gift Guide	November 28	November 14
Financial	December 12	December 3
Health & Wellness	December 26	December 17

To Advertise

For print and web advertising call:

Sally Grossman, Advertising Sales Contractor

Phone: (856) 751-9500 ext. 1279 • Cell: (856) 296-1876

Email: sgrossman@jfedsnj.org

Jackie Bernard, Advertising Sales

Phone: (856) 751-9500 ext. 1712 • Cell: (856) 630-0585

Email: jbernard@jfedsnj.org

Display Advertising Rates 2011

NATIONAL\$30.25 col. inch
ADVERTISING AGENCY ...\$18.45 col. inch*
 *Agency Commission-15% to recognized agencies

OPEN RATE\$17.75 col. inch
 8x Contract\$16.85 col. inch
 14x Contract\$15.90 col. inch
 20x Contract\$14.60 col. inch

FULL PAGE RATE

Agency\$1,155
 Open Rate\$1,110
 8x Contract\$1,053
 14x Contract\$995
 20x Contract\$910

HALF PAGE RATE

Agency\$575
 Open Rate\$555
 8x Contract\$526
 14x Contract\$495
 20x Contract\$455

CLASSIFIED

Price per Classified Column Inch

1x.....\$23.00
 14x.....\$21.00
 26x.....\$17.50

COLOR CHARGES

Full Page\$250
 Half Page\$125
 For other sizes please call for pricing.

INSERTS

\$40.00 Per Thousand
 (4 pages or less)
 Inserts are due at the mailhouse
 7 days before publication date.

MECHANICAL REQUIREMENTS

Tabloid-size Newspaper
 Printed Web-Offset, No Bleed

1 Column Width.....1.75 Inches (1 3/4)
 2 Column Width.....3.625 Inches (3 5/8)
 3 Column Width.....5.625 Inches (5 5/8)
 4 Column Width.....7.625 Inches (7 1/2)
 5 Column Width.....9.5 Inches (9 1/2)
 Maximum Column Depth.....12 Inches
 Columns Per Page.....5
 Total Page Size.....9.5 Inches x 12 Inches
 Resolution200 dpi

SPECIAL ADVERTISING CATEGORIES

- NEW ADVERTISERS. For ads in 5 consecutive issues 5% discount.
- SPECIAL RATES AVAILABLE for Non-Profit and Charitable Organizations

Technical Requirements

TECHNICAL INFORMATION

85/100 line screen, 200 dpi
 CMYK color files
 No bleeds
 No registration or rich black
 Printed web-offset

DIGITAL INFORMATION

- We accept Mac formatted files on CD ROM. Mac OSX compatibility.
- Illustrator and Photoshop files must have all fonts switched to outline form. We reserve the right to substitute fonts when necessary.
- We accept pdf, high-resolution jpg and tiff formats.
- We do not accept CorelDraw or Publisher files. Microsoft Word is accepted for text only, no embedded artwork.

E-MAIL (Graphics only):

bonettic@comcast.net
 cbonetti@jfedsnj.org
Any questions for sales department must be sent to your sales person.

E-MAIL (Classifieds):

Jodie McManmon: jvoice@jfedsnj.org

E-MAIL (Sales):

Jackie Bernard: jbernard@jfedsnj.org
 Sally Grossman: sgrossman@jfedsnj.org

FAX:

(856) 489-8253

Advertising Policy

- Cancellation not accepted after closing date. Covers are non-cancellable.
- Art work/copy deadlines: Art due no later than 1 day after deadline. Late copy subject to overtime production charges. Publisher reserves the right to charge advertisers for what it considers excessive production requirements.
- Advertising copy subject to publisher's approval.
- CLOSING DATES are 9 days prior to publication.

