

Ad Sizes, Rates, Production Requirements

Sizes	Width x Height	B/W	4 Color
1/24	3.75" x 2"	\$78	\$178
1/16	3.75" x 3" 5.75" x 2"	\$115	\$215
1/12	3.75" x 4"	\$146	\$246
1/8	3.75" x 5" 5.75" x 3.5"	\$179	\$279
1/5	3.75" x 7" 5.75" x 4.5"	\$251	\$376
1/4	3.75" x 9" 5.75" x 6.5"	\$324	\$474
1/3	5.75" x 8"	\$481	\$681
1/2	7.75" x 9" 9.75" x 7"	\$596	\$796
full page	9.75" x 13.75"	\$1,045	\$1,276
Cover Opportunity (Cover, Story, Ad)		\$1,500	

NOTE:

2 column=3.75" wide 3 column=5.75" wide
4 column=7.75" wide 5 column=9.75" wide

Production Requirements

We are a Macintosh environment working in Mac OS X.

We prefer PDF files. PDF files must be the correct ad size. We cannot alter or change PDF files. Absolutely no hard copy will be accepted as camera ready. If we receive an ad on paper, we will recreate the ad as close as possible to the original.

Any production questions should be addressed to Yvonne Chapman, 414-390-5769, or email your questions to her attention: yvonnec@milwaukeejewish.org.

There are no guaranteed positions in the newspaper.

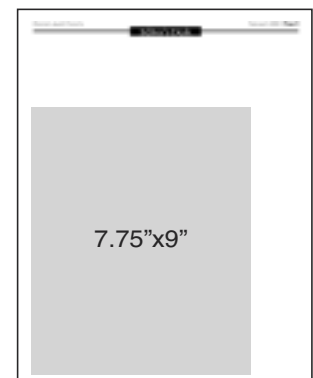
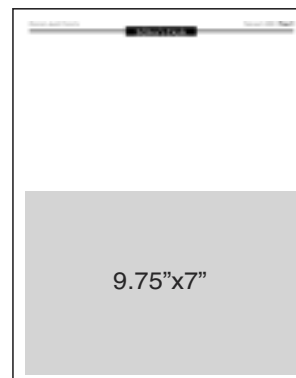
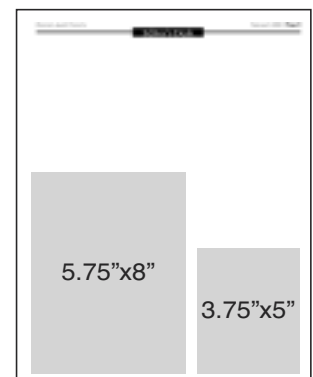
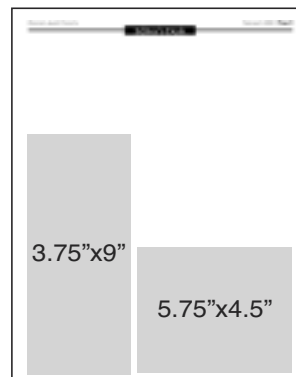
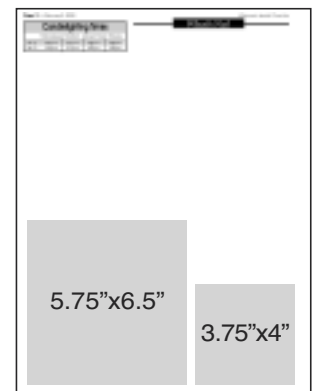
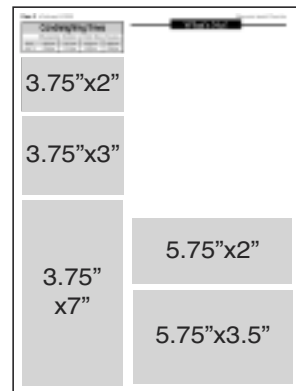
Inserts Information available upon request. \$850

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Distribution The Wisconsin Jewish Chronicle is mailed at no charge to over 7200 households on the first of each month.

Jewish Chronicle
The Wisconsin

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Terms

Frequency discounts are available. All billing is rendered at the NET RATES as listed. Accounts are due and payable when invoice is rendered. VISA and MasterCard are accepted.

6 x commitment ~ 5% off

12 x commitment ~ 10% off

JANE DILLON

Sales Representative

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