

# Schedule for Monthly Issues

## Issue Date

### January 2010

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Weddings~Celebrations  
Tax & Business Planning

**Space Reservation Due: December 4**

**Camera Ready Ads Due: December 11**

### February 2010

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Camp Guides/Kids~Dining/Valentine's Day

**Space Reservation Due: January 4**

**Camera Ready Ads Due: January 8**

### March 2010

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Passover Greetings~Passover Foods

**Space Reservation Due: February 5**

**Camera Ready Ads Due: February 12**

### April 2010

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Israel Independence~Spring Fashion

**Space Reservation Due: March 5**

**Camera Ready Ads Due: March 12**

### May 2010

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Celebrations

Mother's Day~Bar/Bat Mitzvah~Graduation

**Space Reservation Due: April 2**

**Camera Ready Ads Due: April 9**

### June 2010

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Fun for Kids and Families~Business Trends

**Space Reservation Due: May 7**

**Camera Ready Ads Due: May 14**

## Issue Date

### July 2010

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Family Health & Active Seniors

**Space Reservation Due: June 5**

**Camera Ready Ads Due: June 12**

### August 2010

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Back to School

**Space Reservation Due: July 3**

**Camera Ready Ads Due: July 10**

### September 2010

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Rosh Hashanah

**Space Reservation Due: August 3**

**Camera Ready Ads Due: August 6**

### October 2010

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Overnight Camps~Arts & Culture

**Space Reservation Due: September 4**

**Camera Ready Ads Due: September 11**

### November 2010

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Chanukah Gifts~Celebrations~Dining

**Space Reservation Due: October 2**

**Camera Ready Ads Due: October 9**

### December 2010

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Chanukah

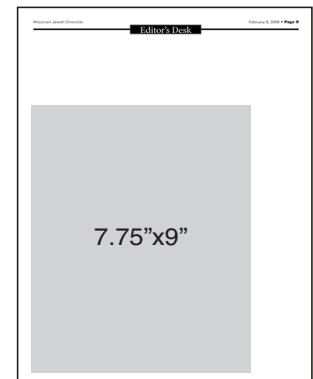
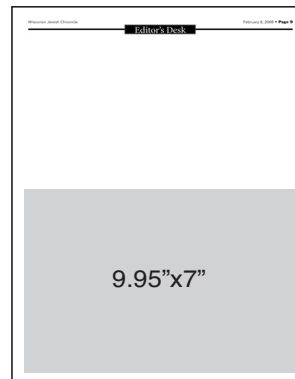
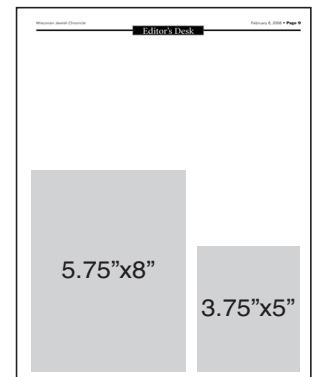
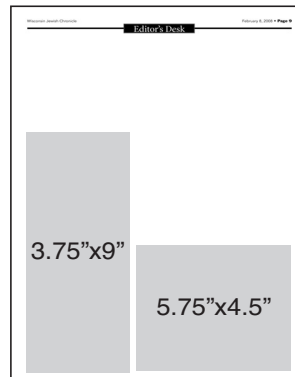
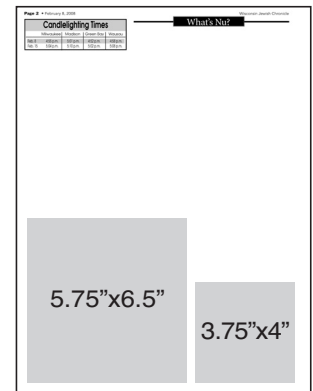
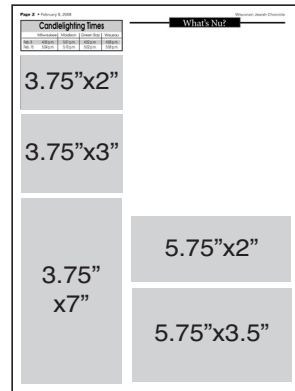
**Space Reservation Due: November 6**

**Camera Ready Ads Due: November 13**

Cover opportunities are available for Special Sections  
The Guide to Jewish Wisconsin ~ Planned for Fall, 2010  
Special Feature topics subject to change

# Ad Sizes, Rates, Production Requirements

Sizes	Width x Height	Net Rates
1/24	3.75" x 2"	\$70.00
1/16	3.75" x 3" 5.75" x 2"	\$105.00
1/12	3.75" x 4"	\$136.00
1/8	3.75" x 5" 5.75" x 3.5"	\$163.00
1/5	3.75" x 7" 5.75" x 4.5"	\$225.00
1/4	3.75" x 9" 5.75" x 6.5"	\$290.00
1/3	5.75" x 8"	\$440.00
1/2	7.75" x 9" 9.75" x 7"	\$540.00
full page	9.75" x 13.75"	\$950.00
Cover Opportunity (Cover, Story, Ad)		\$1,000.00



## 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.

**Color** One color \$75.00. Four color process \$250.00.

**Inserts** Information available upon request.

**Prices** Effective January 1, 2010.

## 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

Phone: 414.390.5765 Cell: 414.588.1810

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**Jewish Chronicle**  
The Wisconsin

# Meet the Chronicle

The Wisconsin Jewish Chronicle offers compelling, comprehensive coverage on local, national and global events that shape our readers' lives. It delivers the Jewish perspective on contemporary issues – with insights not available in the secular media.

We offer in-depth features on issues such as Jewish identity, conversion, politics and spirituality. The American Jewish Press Association (AJPA) has given The Chronicle awards for excellence in feature writing, editorial writing, and arts and criticism. In 2005, the AJPA recognized The Chronicle as the best Jewish newspaper of its size.

The Chronicle is delivered to every home in the Milwaukee Jewish community, as well as Jewish homes around the state, and is also distributed in public places where the community congregates. That means your message is seen by more than 16,000 loyal readers.

## Jewish readers are affluent, educated, and influential\*:

89% are homeowners

70% have a college or advanced degree

More than 33% have incomes over \$100,000

42% are planning home improvements within the next 12 months.

52% have retirement investments

89% dined at an area restaurant in the past month

71% say they frequently purchase products and services from ads seen in The Chronicle.

\*Source: Circulation Verification Council

## Here's what our advertisers say about The Wisconsin Jewish Chronicle:

*"We love using the Jewish Chronicle because our rep is great at giving us top notch customer service, the ad spaces are very reasonable in price and we get a great return from our ads in The Chronicle."*

— Michele Green, Bosley on brady

*"The Chronicle helps me keep in contact with the informed investor."*

— Elliott Katz, Stifel, Nicolaus & Co., Inc.

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

— Teri Ghodi, House of Roth

## Here's what two of our readers say about The Wisconsin Jewish Chronicle:

*"I faithfully read the Jewish Chronicle every week because I think it's important to stay in touch and in tune with the Jewish community in Milwaukee."*

*I find the range of articles informative and invaluable because of my overall interest in many aspects of Jewish life. Where else would I get this information?"*

— Shari Miller, Fox Point

*"I look to the Chronicle for news that I can't get anywhere else. As a Jewish woman, I consider it my newspaper."*

— Sylvia Bernstein, Glendale

**Jewish**  
The Wisconsin  
**Chronicle**

JANE DILLON

Sales Representative

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# Internet and Print Bundle Ad Rates

Print Ad	Width x Height	Net Rates	Web Ad	Web Rate	Bundle Total
<b>1/24</b>	3.75" x 2"	\$70.00	<b>Rectangle</b> (300x250px)	<del>\$50.00</del> \$40.00	\$110.00
<b>1/16</b>	3.75" x 3" 5.75" x 2"	\$105.00	<b>Rectangle</b> (300x250px)	<del>\$50.00</del> \$40.00	\$145.00
<b>1/12</b>	3.75" x 4"	\$136.00	<b>Rectangle</b> (300x250px)	<del>\$80.00</del> \$64.00	\$200.00
<b>1/8</b>	3.75" x 5" 5.75" x 3.5"	\$163.00	<b>Rectangle</b> (300x250px) <b>Skyscraper</b> (120x600px)	<del>\$80.00</del> \$64.00	\$227.00
<b>1/5</b>	3.75" x 7" 5.75" x 4.5"	\$225.00	<b>Rectangle</b> (300x250px) <b>Banner</b> (468x60px)	<del>\$120.00</del> \$96.00	\$321.00
<b>1/4</b>	3.75" x 9" 5.75" x 6.5"	\$290.00	<b>Rectangle</b> (300x250px) <b>Banner</b> (468x60px)	<del>\$180.00</del> \$96.00	\$386.00
<b>1/3</b>	5.75" x 8"	\$440.00	<b>Rectangle</b> (300x250px) <b>Skyscraper</b> (120x600px) <b>Banner</b> (468x60px) <b>Small</b> (234x60px)	<del>\$180.00</del> \$144.00	\$584.00
<b>1/2</b>	7.75" x 9" 9.75" x 7"	\$540.00	<b>Rectangle</b> (300x250px) <b>Skyscraper</b> (120x600px) <b>Banner</b> (468x60px) <b>Small</b> (234x60px)	<del>\$180.00</del> \$144.00	\$684.00
<b>full page</b>	9.75" x 13.75"	\$950.00	<b>Rectangle</b> (300x250px) <b>Skyscraper</b> (120x600px) <b>Banner</b> (468x60px) <b>Small</b> (234x60px)	<del>\$180.00</del> \$144.00	\$1094.00

JANE DILLON  
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# Internet-Only Ad Rates

Size	Monthly Rates
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<b>Web Package 1</b>	\$50.00
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Rectangle Ad

<b>Web Package 2</b>	\$80.00
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Rectangle Ad

Skyscraper Ad

<b>Web Package 3</b>	\$120.00
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Rectangle Ad

Banner Ad

Small Ad

<b>Web Package 4</b>	\$180.00
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Rectangle Ad

Skyscraper Ad

Banner Ad

Small Ad

## BANNER

468 x 60 pixels

## RECTANGLE

300 x 250 pixels

## SMALL

234 x 60 pixels

## SKYSCRAPER

120  
x 600  
pixels

*Shapes above are for 50% of original size, pixel sizes listed inside each shape are actual dimensions.*

### Mechanical Requirements - Web Advertising

Delivering the highest quality ads possible means The Wisconsin Jewish Chronicle requires specific formats or characteristics to your ad. Please review these with anyone assembling an ad for your business. Please contact The Wisconsin Jewish Chronicle with any questions. Please be sure to provide contact information for the designer or individual who prepared the ad.

If the designer or individual preparing the advertisement is unable to meet these specifications, a one-time setup fee of \$10 will apply to the advertisement.

### General Advertising Guidelines (for ALL ads running with us)

- Files must be provided in Adobe Flash (.swf), GIF (animated or static), JPEG, or PNG format
- Each creative must be under 40k to be served (initial load for swf files)
- Separate creative must be provided for each banner size purchased
- Prior to submission creative should be tested for stability across all browser platforms
- All creative is subject to approval by the publisher

- All creative is due to The Wisconsin Jewish Chronicle 10 business days prior to campaign start to guarantee that the campaign will run as scheduled
- Landing page/target urls must be provided for each creative, and must be internet properties owned or managed by the advertiser

### Flash & Animated GIF

- Animations or loops must not run longer than 25 seconds and/or a total of three rotations, whichever comes first
- Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, unless otherwise approved
- All Flash advertisements must be provided with a static GIF, JPEG, or PNG fallback image to be displayed if Flash is disabled or not installed
- All Flash ads must refer to the clickTAG parameter for all link URLs if clicks are to be tracked for the ad. Ex: on (release) { get URL(clickTAG, "\_blank");}

### Third-Party & Markup based advertising

- At this time, The Wisconsin Jewish Chronicle does not accept third-party or markup based advertising.

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The Wisconsin **Chronicle**