# THE WISCONSIN Jewishchronicle

## CENTENNIAL YEAR 2021 MEDIA KIT

# WELCOME TO THE CHRONICLE

Miryam Rosenzweig

Moshe Katz

We are delighted to present you with advertising opportunities in the Wisconsin Jewish Chronicle. The Chronicle can place your ad in the hands of 18,000 highly-engaged, loyal readers. Our readers are more engaged than ever as they are seeking a connection to their Jewish community during challenging times. The Jewish market is educated, interested, active and affluent. 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 Jewish community newspaper, now more than ever.

Miryam Rosenzweig
President/CEO
Milwaukee Jewish Federation, publisher

Moshe Katz
Board Chair
Milwaukee Jewish Federation, publisher

Cover photo: the Mack Block, the first home of the Wisconsin Jewish Chronicle.
Image from the Historic Photo Collection, F.P. Zeidler Humanities Room, Milwaukee Public Library

## — 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

| AD SIZE | W"x H" | Page% | $B&W | $Color |
|---|---|---|---|---|
| **Front Cover Ad** | 6.355 x 2.375 | | | $525 |
| **2** col. x **2** | 3.6875 x 2 | 1/24 | $87 | $187 |
| **2** col. x **3** V | 3.6875 x 3 | 1/16 | $129 | $229 |
| **3** col. x **2** H | 5.625 x 2 | | | |
| **2** col. x **4.125** | 3.6875 x 4.125 | 1/12 | $164 | $264 |
| **2** col. x **5.125** V | 3.6875 x 5.125 | 1/8 | $199 | $299 |
| **3** col. x **3.5** H | 5.625 x 3.5 | | | |
| **2** col. x **7.25** V | 3.6875 x 7.25 | 1/5 | $279 | $409 |
| **3** col. x **4.5** H | 5.625 x 4.5 | | | |
| **2** col. x **9.25** V | 3.6875 x 9.25 | 1/4 | $357 | $507 |
| **3** col. x **6.75** H | 5.625 x 6.75 | | | |
| **3** col. x **8** | 5.625 x 8 | 1/3 | $477 | $627 |
| **4** col. x **9** V | 7.5625 x 9 | 1/2 | $657 | $857 |
| **5** col. x **7** H | 9.5 x 7 | | | |
| **5** col. x **13.75** | 9.5 x 13.75 | FULL | $1,152 | $1,352 |

## CLASSIFIED ADS *(B&W only)*

| | | | |
|---|---|---|---|
| **1** col. x **2** | 1.75 x 2 | $26 | |
| **1** col. x **3** | 1.75 x 3 | $37 | |
| **1** col. x **4** | 1.75 x 4 | $53 | |
| **2** col. x **2** | 3.6875 x 2 | $53 | |
| **2** col. x **3** | 3.6875 x 3 | $87 | |

## Special Section Cover Package *(3 ads, 1 price—see page 6)*

| | | | |
|---|---|---|---|
| **5** col. x **13.75** | 9.5 x13.75 | Color Section Cover | $1,575 |
| **5** col. x **13.75** | 9.5 x13.75 | B&W Advertorial | |
| **3** col. x **6.75** | 5.625 x 6.75 | Color Quarter | |

## Special Section Composite Ads *(Share the $ of color—see page 5)*

| | | | |
|---|---|---|---|
| *Small Composite* | 4.625 x 3 | | $190 |
| *Large Composite* | 4.625 x 6.187 | | $350 |

## Frequency Discount

**6** or **12** insertions within a 12 month period.

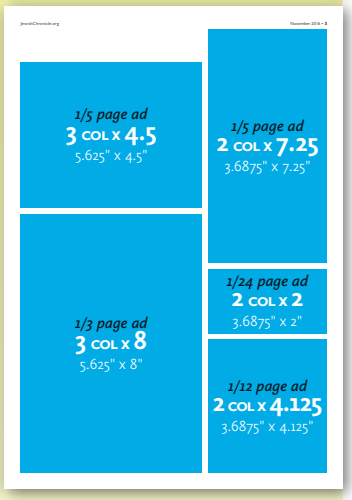
*Ad sizes and copy may vary—only the number of insertions is required for discount.*

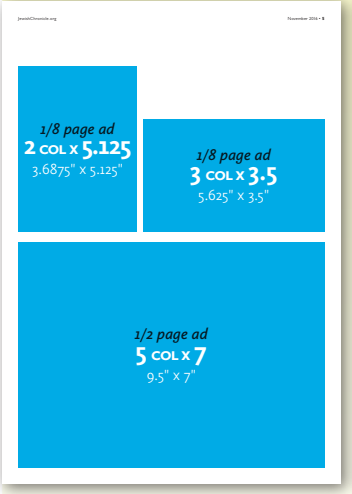
All prices listed are net

**FREQUENCY DISCOUNT**

**6X**
**5% off**

**12X**
**10% off**



SEE PAGE 7 FOR MONTHLY AD DEADLINES!

SEE BACK COVER FOR FILE SPECS, TERMS & DISCOUNTS

**9,000 DIRECT-MAILED MONTHLY**

# 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.
- 12,000 views each month on the 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.

### *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

# FREE-STANDING INSERTS

EVEN MORE ADVERTISING OPPORTUNITIES

## WE'RE PAYING THE POSTAGE!

## Distribute 9,000 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** – 9,200
**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*

**APG Print Solutions**
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 2021, Wisconsin Jewish Chronicle*

EVEN MORE ADVERTISING OPPORTUNITIES

# COMPOSITE PAGE ADVERTISING

Claim your place on a **PAGE OF COLOR ADS** within our special advertising sections!

***Special Sections that include Composite Ad Pages:***

MAY
**MOTHER'S DAY & CELEBRATIONS**

NOVEMBER
**CHANUKAH GREETINGS & GIFTS**

JUNE
**SUMMER FUN**

DECEMBER
**WEDDINGS & CELEBRATIONS**

SEE PAGE 7 FOR MONTHLY AD DEADLINES!

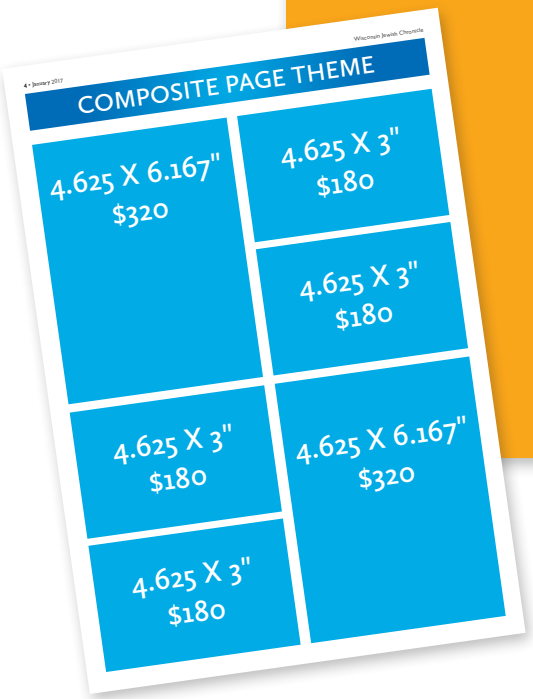
**9,000 DIRECT-MAILED MONTHLY**

SEE BACK COVER FOR FILE SPECS, TERMS & DISCOUNTS

***Two ad sizes are available:***

**4.625" x 6.167"**
**FULL COLOR!**
**$350**

**4.625" x 3"**
**FULL COLOR!**
**$190**



EVEN MORE ADVERTISING OPPORTUNITIES

# SPECIAL SECTION COVER PACKAGE

For only $1,575 **YOUR BUSINESS CAN BE FEATURED** in one of the Chronicle's special advertising sections!

## *Special Sections available for Cover Package:*

JANUARY
**SENIOR LIVING**

FEBRUARY
**SUMMER CAMPS**

APRIL
**HEALTHY LIVING**

MAY
**MOTHER'S DAY *AND* CELEBRATIONS**

JULY
**ACTIVE SENIORS**

AUGUST
**BACK TO SCHOOL**

OCTOBER
**SENIOR LIVING *AND* OVERNIGHT CAMPS**

DECEMBER
**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

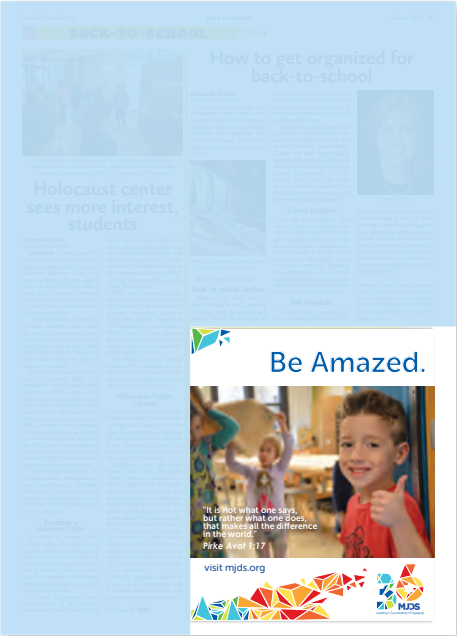
**FULL PAGE B&W ADVERTORIAL*** (9.5″ x 13.75″) on the **SECOND PAGE** of the Section

**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"*

Front Cover Ad

Inside Front Cover Ad




1/4 page ad

# 2021 MONTHLY FEATURES, DATES & DEADLINES!

## JANUARY
SPECIAL SECTION:
**SENIOR LIVING**

RESERVE AD SPACE BY
**DEC 4**

PROVIDE ADS TO US BY DEC 7

## FEBRUARY
2 SPECIAL SECTIONS:
**CENTENNIAL SPECIAL** *AND* **SUMMER CAMPS**

RESERVE AD SPACE BY
**JAN 5**

PROVIDE ADS TO US BY JAN 7

## MARCH
SPECIAL SECTION:
**PASSOVER**

RESERVE AD SPACE BY
**FEB 3**

PROVIDE ADS TO US BY FEB 5

## APRIL
2 SPECIAL SECTIONS:
**HEALTHY LIVING** *AND* **ISRAEL INDEPENDENCE**

RESERVE AD SPACE BY
**MAR 4**

PROVIDE ADS TO US BY MAR 8

## MAY
2 SPECIAL SECTIONS:
**MOTHER'S DAY** *AND* **CELEBRATIONS**

RESERVE AD SPACE BY
**APR 5**

PROVIDE ADS TO US BY APR 7

## JUNE
2 SPECIAL SECTIONS:
**STANDING UP AGAINST HATE** *AND* **SUMMER FUN**

RESERVE AD SPACE BY
**MAY 5**

PROVIDE ADS TO US BY MAY 7

## JULY
SPECIAL SECTION:
**ACTIVE SENIORS**

RESERVE AD SPACE BY
**JUN 7**

PROVIDE ADS TO US BY JUN 9

## AUGUST
SPECIAL SECTION:
**BACK TO SCHOOL**

RESERVE AD SPACE BY
**JUL 7**

PROVIDE ADS TO US BY JUL 9

## SEPTEMBER
SPECIAL SECTION:
**ROSH HASHANAH**

RESERVE AD SPACE BY
**AUG 3**

PROVIDE ADS TO US BY AUG 5

## OCTOBER
SPECIAL SECTIONS:
**SENIOR LIVING** *AND* **OVERNIGHT CAMPS**

RESERVE AD SPACE BY
**SEP 3**

PROVIDE ADS TO US BY SEP 9

## NOVEMBER
SPECIAL SECTION:
**CHANUKAH GREETINGS & GIFTS**

RESERVE AD SPACE BY
**OCT 5**

PROVIDE ADS TO US BY OCT 7

## DECEMBER
SPECIAL SECTION:
**WEDDINGS & CELEBRATIONS**

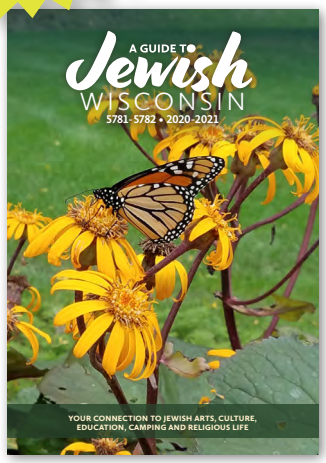
RESERVE AD SPACE BY
**NOV 5**

PROVIDE ADS TO US BY NOV 8

*Special Section feature topics subject to change.* **See Page 3 and 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 complete reference resource, well-used by individuals, families, groups and organizations for an entire year.

Put your message in front of thousands of potential clients! The Guide is inserted into the August 2021 Chronicle, mailed to over 9,000 subscribers, as well as bulk-dropped at synagogues, Jewish agencies, schools and businesses. The Guide is also included in a welcome packet sent by the Jewish Federation to newcomers to the area throughout the year and appears as a searchable directory on the Milwaukee Jewish Federation website, *MilwaukeeJewish.org*.

| AD SIZE | WIDTH x HEIGHT | B&W | FULL COLOR |
|---|---|---|---|
| Back Cover | 6.25″ x 9.25″ | | $1,675 |
| Inside Front Cover | 6.25″ x 9.25″ | | $1,575 |
| Inside Back Cover | 6.25″ x 9.25″ | | $1,575 |
| Full Page | 6.25″ x 9.25″ | $945 | $1,045 |
| 1/2 Page Vertical | 3″ x 9″ | $525 | $625 |
| 1/2 Page Horizontal | 6.25″ x 4.375″ | $525 | $625 |
| 1/4 Page Vertical | 3″ x 4.375″ | $315 | $365 |
| 1/4 Page Horizontal | 6.25″ x 2.187″ | $315 | $365 |
| 1/8 Page | 3″ x 2.187″ | $185 | $235 |

AUGUST

**GUIDE TO JEWISH WISCONSIN**

RESERVE AD SPACE BY
**JUN 7**

PROVIDE ADS TO US BY JUN 9

BILLING BY
**AUG 2021**

## 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* in the largest file size you have.

**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 Jewishchronicle
MEDIA KIT 2021

1360 North Prospect Avenue • Milwaukee, WI 53202 • (414) 390-5888 • Fax: (414) 390-5766
Jane Dillon, Sales Representative • 414-390-5765 • JaneD@MilwaukeeJewish.org

| AD SIZE | W"xH" | Page% | $ B&W | $ Color |
|---|---|---|---|---|
| **Front Cover Ad** | 6.355 x 2.375 | | | $525 |
| **2** col. x **2** | 3.6875 x 2 | 1/24 | $87 | $187 |
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## Special Section Cover Package *(3 ads, 1 price—see page 6)*

| | | | |
|---|---|---|---|
| **5** col. x **13.75** | 9.5 x13.75 | Section Cover | $1,575 |
| **5** col. x **13.75** | 9.5 x13.75 | Advertorial | |
| **3** col. x **6.75** | 5.625 x 6.75 | 1/4 | |

## Special Section Composite Ads *(Share the $ of color—see page 5)*

| | | | | |
|---|---|---|---|---|
| | 4.625 x 3 | Small | | $190 |
| | 4.625 x 6.187 | Large | | $335 |

## Frequency Discount

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