

# THE WISCONSIN Jewish chronicle



2022 MEDIA KIT

# WELCOME TO THE CHRONICLE



Miryam Rosenzweig



Joan Lubar

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](http://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

Joan Lubar  
Board Chair  
Milwaukee Jewish Federation, publisher

## — 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
<b>Front Cover Ad</b>	6.355 x 2.375			\$550
<b>2 col. x 2</b>	3.6875 x 2	1/24	\$92	\$196
<b>2 col. x 3</b> <b>V</b>	3.6875 x 3	1/16	\$135	\$240
<b>3 col. x 2</b> <b>H</b>	5.625 x 2			
<b>2 col. x 4.125</b>	3.6875 x 4.125	1/12	\$172	\$277
<b>2 col. x 5.125</b> <b>V</b>	3.6875 x 5.125	1/8	\$209	\$314
<b>3 col. x 3.5</b> <b>H</b>	5.625 x 3.5			
<b>2 col. x 7.25</b> <b>V</b>	3.6875 x 7.25	1/5	\$293	\$430
<b>3 col. x 4.5</b> <b>H</b>	5.625 x 4.5			
<b>2 col. x 9.25</b> <b>V</b>	3.6875 x 9.25	1/4	\$375	\$532
<b>3 col. x 6.75</b> <b>H</b>	5.625 x 6.75			
<b>3 col. x 8</b>	5.625 x 8	1/3	\$497	\$658
<b>4 col. x 9</b> <b>V</b>	7.5625 x 9	1/2	\$690	\$897
<b>5 col. x 7</b> <b>H</b>	9.5 x 7			
<b>5 col. x 13.75</b>	9.5 x 13.75	FULL	\$1,209	\$1,420

## CLASSIFIED ADS (B&W only)

<b>1 col. x 2</b>	1.75 x 2	\$27	
<b>1 col. x 3</b>	1.75 x 3	\$39	
<b>1 col. x 4</b>	1.75 x 4	\$56	
<b>2 col. x 2</b>	3.6875 x 2	\$56	
<b>2 col. x 3</b>	3.6875 x 3	\$91	

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

<b>5 col. x 13.75</b>	9.5 x 13.75	Color Section Cover	\$1,650
<b>5 col. x 13.75</b>	9.5 x 13.75	B&W Advertorial	
<b>3 col. x 6.75</b>	5.625 x 6.75	Color Quarter	

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

<b>Small Composite</b>	4.625 x 3	\$200
<b>Large Composite</b>	4.625 x 6.187	\$370

## 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  
10% off

12X  
15% off



1/5 page ad  
**3 COL X 4.5**  
5.625" x 4.5"

1/5 page ad  
**2 COL X 7.25**  
3.6875" x 7.25"

1/24 page ad  
**2 COL X 2**  
3.6875" x 2"

1/3 page ad  
**3 COL X 8**  
5.625" x 8"

1/12 page ad  
**2 COL X 4.125**  
3.6875" x 4.125"

1/2 page ad  
**4 COL X 9**  
7.5625" x 9"

1/8 page ad  
**2 COL X 5.125**  
3.6875" x 5.125"

1/8 page ad  
**3 COL X 3.5**  
5.625" x 3.5"

1/16 page ad  
**2 COL X 3**  
3.6875" x 3"

1/16 page ad  
**3 COL X 2**  
5.625" x 2"

1/4 page ad  
**2 COL X 9.25**  
3.6875" x 9.25"

1/4 page ad  
**3 COL X 6.75**  
5.625" x 6.75"

SEE PAGE 7 FOR  
MONTHLY AD  
DEADLINES!

SEE BACK COVER FOR  
SUBMISSION  
AND BILLING  
INFO

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.
- 19,000 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

- |                                      |                                    |
|--------------------------------------|------------------------------------|
| <b>A</b> Entire site: <b>\$600</b>   | <b>D</b> Entire site: <b>\$175</b> |
| <b>B</b> Homepage only: <b>\$150</b> | <b>E</b> Entire site: <b>\$300</b> |
| <b>C</b> Entire site: <b>\$300</b>   | <b>F</b> Entire site: <b>\$450</b> |



## 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](mailto: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

**A \$3,100 VALUE!**

# SPECIAL FEATURE COVER PACKAGE

**For only \$1,650 your business can be showcased in one of the Chronicle's special advertising features!**

*Three ads within a Special Feature creates a strong presence!*

<b>JANUARY</b> <b>LIFESTYLES—OLDER ADULTS</b>	<b>FEBRUARY</b> <b>SUMMER CAMPS AND HOME IMPROVEMENT</b>	<b>MARCH</b> <b>HEALTHY LIVING AND HOME &amp; GARDEN</b>
<b>MAY</b> <b>CELEBRATIONS &amp; MOTHER'S DAY</b>	<b>JULY</b> <b>ACTIVE LIFESTYLES—OLDER ADULTS</b>	<b>AUGUST</b> <b>BACK TO SCHOOL AND HOME IMPROVEMENT</b>
<b>OCTOBER</b> <b>LIFESTYLES—OLDER ADULTS AND OVERNIGHT CAMPS</b>	<b>NOVEMBER</b> <b>WEDDINGS &amp; CELEBRATIONS</b>	Cover Packages are not available for our Passover, Rosh Hashanah or Chanukah special sections.

**1**

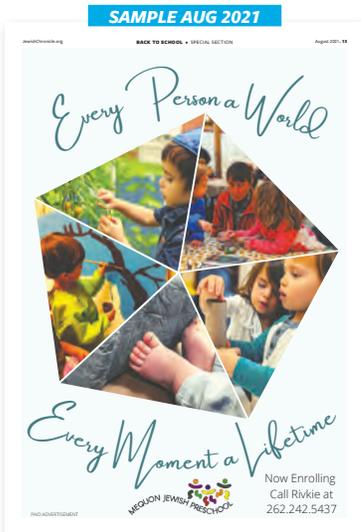
**FULL-PAGE COLOR AD SECTION COVER**

**2**

**FULL-PAGE B&W\* AD 2ND PAGE OF FEATURE**  
\*Add \$200 for Color

**3**

**QUARTER-PAGE COLOR AD WITHIN FEATURE**



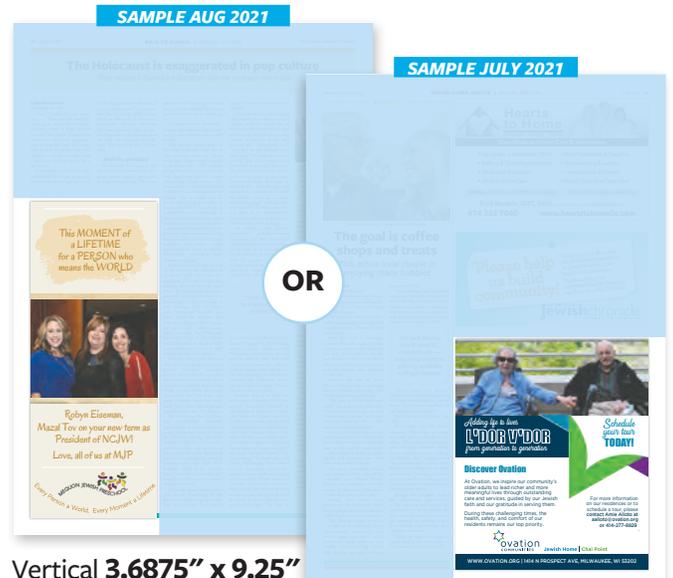
9.5" x 13.75"

When preparing your Full-Page ads, please include a footer with the words: "PAID ADVERTISEMENT"



9.5" x 13.75"

\*On rare occasions, technical issues may require this ad to place elsewhere in the Section. We would alert you if so.



Vertical 3.6875" x 9.25"

or Horizontal 5.625" x 6.75"

**EVEN MORE  
ADVERTISING  
OPPORTUNITIES**

# COMPOSITE PAGE ADVERTISING

Claim your place on a page of color ads within our special advertising features!

*Special features that include Composite Ad Pages:*

FEBRUARY <b>HOME IMPROVEMENT</b>	MARCH <b>HEALTHY LIFESTYLES</b>	MAY <b>MOTHER'S DAY &amp; CELEBRATIONS</b>
JUNE <b>SUMMER FUN</b>	NOVEMBER <b>WEDDINGS &amp; CELEBRATIONS</b>	DECEMBER <b>CHANUKAH GIFT IDEAS</b>

*Two ad sizes are available:*

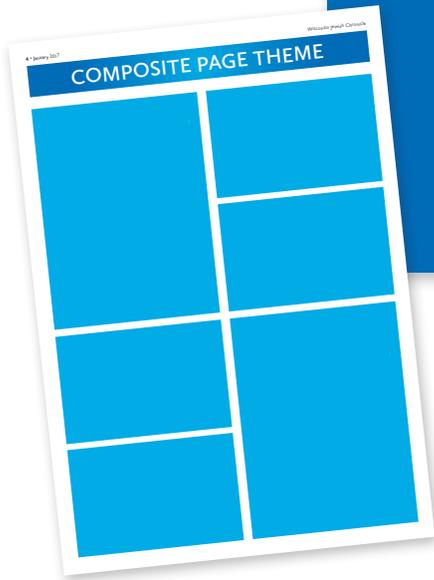
SEE PAGE 7 FOR  
**MONTHLY AD DEADLINES!**

**9,000  
DIRECT-MAILED  
MONTHLY**

SEE BACK COVER FOR  
**SUBMISSION  
AND BILLING  
INFO**

**4.625" x 6.167"**  
**FULL COLOR!**  
**\$370**

**4.625" x 3"**  
**FULL COLOR!**  
**\$200**



# 2022 MONTHLY FEATURES, DATES & DEADLINES!

## JANUARY

SPECIAL FEATURE:  
**LIFESTYLES—OLDER ADULTS**

RESERVE AD SPACE BY  
**DEC 4**

PROVIDE ADS TO US BY DEC 7

## FEBRUARY

2 SPECIAL FEATURES:  
**SUMMER CAMPS AND HOME IMPROVEMENT**

RESERVE AD SPACE BY  
**JAN 5**

PROVIDE ADS TO US BY JAN 7

## MARCH

2 SPECIAL FEATURES:  
**HEALTHY LIVING AND HOME & GARDEN**

RESERVE AD SPACE BY  
**FEB 3**

PROVIDE ADS TO US BY FEB 7

## APRIL

SPECIAL FEATURE:  
**PASSOVER**

RESERVE AD SPACE BY  
**MAR 4**

PROVIDE ADS TO US BY MAR 8

## MAY

3 SPECIAL FEATURES:  
**CELEBRATIONS & MOTHER'S DAY AND ISRAEL INDEPENDENCE**

RESERVE AD SPACE BY  
**APR 4**

PROVIDE ADS TO US BY APR 6

## JUNE

2 SPECIAL FEATURES:  
**STANDING UP AGAINST HATE AND SUMMER FUN**

RESERVE AD SPACE BY  
**MAY 5**

PROVIDE ADS TO US BY MAY 9

## JULY

SPECIAL FEATURE:  
**ACTIVE LIFESTYLES—OLDER ADULTS**

RESERVE AD SPACE BY  
**JUN 3**

PROVIDE ADS TO US BY JUN 7

## AUGUST

2 SPECIAL FEATURES:  
**BACK TO SCHOOL AND HOME IMPROVEMENT**

RESERVE AD SPACE BY  
**JUL 5**

PROVIDE ADS TO US BY JUL 7

## SEPTEMBER

SPECIAL FEATURE:  
**ROSH HASHANAH**

RESERVE AD SPACE BY  
**AUG 2**

PROVIDE ADS TO US BY AUG 4

## OCTOBER

2 SPECIAL FEATURES:  
**LIFESTYLES—OLDER ADULTS AND OVERNIGHT CAMPS**

RESERVE AD SPACE BY  
**SEP 2**

PROVIDE ADS TO US BY SEP 7

## NOVEMBER

SPECIAL FEATURE:  
**WEDDINGS & CELEBRATIONS**

RESERVE AD SPACE BY  
**OCT 3**

PROVIDE ADS TO US BY OCT 6

## DECEMBER

SPECIAL FEATURE:  
**CHANUKAH GREETINGS & GIFTS**

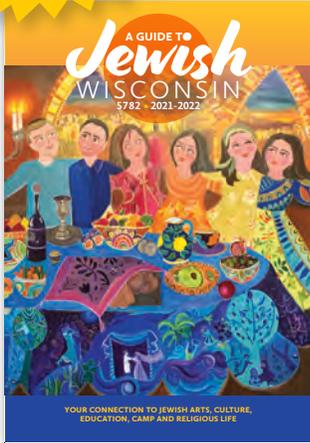
RESERVE AD SPACE BY  
**NOV 4**

PROVIDE ADS TO US BY NOV 7

Special 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! All ads are Color. The Guide is inserted into the August 2022 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](http://MilwaukeeJewish.org).

AD SIZE (all ads Color)	WIDTH x HEIGHT	PRICE
Back Cover	6.25" x 9.25"	\$1,750
Inside Front Cover	6.25" x 9.25"	\$1,650
Inside Back Cover	6.25" x 9.25"	\$1,650
Full Page	6.25" x 9.25"	\$1,100
1/2 Page Vertical	3" x 9"	\$650
1/2 Page Horizontal	6.25" x 4.375"	\$650
1/4 Page Vertical	3" x 4.375"	\$385
1/4 Page Horizontal	6.25" x 2.187"	\$385
1/8 Page	3" x 2.187"	\$250

## AUGUST GUIDE TO JEWISH WISCONSIN

RESERVE AD SPACE BY  
**JUN 10**

PROVIDE ADS TO US BY JUN 13

BILLING BY  
**AUG 2022**

## SUBMITTING YOUR AD

### If you will supply a print-ready ad:

- Please email **PDF FILES**
- Supply at correct inch measurements at 300dpi
- Include your company name in file name • **CMYK** color format for color ads, **grayscale** for black & white ads.

### If we are creating your ad for you:

**Supply TEXT** via email, Word doc., or other text file. (.doc, .docx, .rtf or .txt)

**Supply LOGOS** in vector form (.ai, .eps or .pdf). Second best, supply a .jpg or .png in the largest file size you have.

**Supply PHOTOS** as .jpg or .tif in the largest size file you have. 1500 pixels = 5 inches printed.

DESIGNERS, USE THE GUIDELINES ON OUR  
**TECH SPECS**  
INFO SHEET

SEE PAGE 7 FOR  
**MONTHLY AD DEADLINES!**

SEE PAGE 3 FOR  
**AD SIZES**

### Send your PDF files to both:

Amy Butterfield, Graphic Designer  
[AmyBu@MilwaukeeJewish.org](mailto:AmyBu@MilwaukeeJewish.org)

Jane Dillon, Sales Representative  
[JaneD@MilwaukeeJewish.org](mailto:JaneD@MilwaukeeJewish.org)

### Terms & Frequency Discounts

**6x = 10% off • 12x = 15% off**

(Applies to varied or consistent sizes.)

All billing is rendered at **NET RATES** as listed.  
Accounts due/payable when invoice rendered.

