

THE WISCONSIN **Jewish**chronicle



2023 **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.

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

TESTIMONIALS

From a reader

"I read the Jewish Chronicle each month; it keeps me up to date on what's happening in my community. It's the only place to find lifecycle events and in-depth coverage of issues important to local Jews. I patronize Chronicle advertisers - without them, we wouldn't have this important resource."

— Michelle Wales, Fox Point

From our advertisers

"My organization has been advertising every month in the Wisconsin Jewish Chronicle since 2018. The consistency of this advertising has contributed to the high attendance to our events that are held twice monthly. We have other ways of promoting our organization, but I have measurable, positive results from the ads we run. The customer service we receive from the advertising department is top notch, so placing the ads is a piece of cake."

— L'Chaim Chaverut Clubhouse Northshore

"I've been in the healthcare field for over 20 years and advertised in many publications with little or no response. Our Chronicle ads have been very successful, reaching a fantastic new audience and having instant success. This is a must use advertising source!"

— Sherrie S., Senior Community

"We advertised with the Chronicle and definitely saw an increase in business."

— Linda G., Armstrong Paving

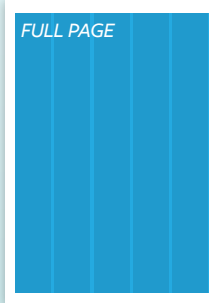
PRINT AD SIZES, PRICES AND DUE DATES

Plan your 2023 Ad Schedule now! Ad space reservations due the 6th of the month prior to the issue your ad will run.

For months in which the 6th falls on a weekend or holiday, ad orders are due the closest business day. Provide print-ready ads by mid-month.

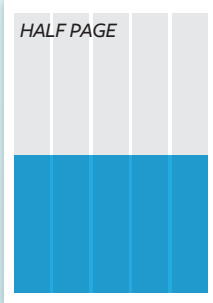
5-COLUMN 9.5" WIDE

13.75" HIGH



\$1,420 COLOR
\$1,209 B&W

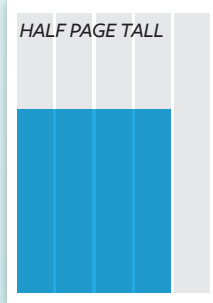
6.75" HIGH



\$875 COLOR
\$690 B&W

4-COLUMN 7.5625" WIDE

9" HIGH



\$875 COLOR
\$690 B&W

FREQUENCY DISCOUNT!

10% OFF
WHEN YOU PLACE
6 ADS IN 2023

(Applies to varied or consistent sizes.)

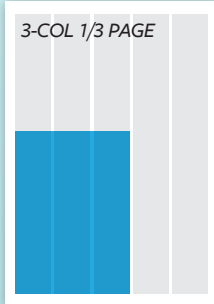
15% OFF
WHEN YOU PLACE
12 ADS IN 2023

SEE PAGE 5 FOR
**SPECIAL AD
OFFERS**

SEE PAGE 4 FOR
**MONTHLY
ADVERTISING
SECTIONS
AND DEADLINES**

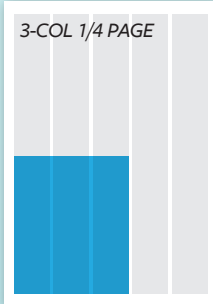
3-COLUMN 5.625" WIDE

8" HIGH



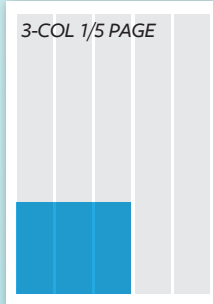
\$658 COLOR
\$497 B&W

6.75" HIGH



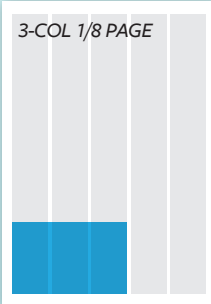
\$532 COLOR
\$375 B&W

4.5" HIGH



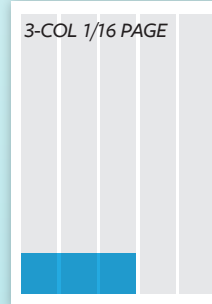
\$430 COLOR
\$293 B&W

3.5" HIGH



\$314 COLOR
\$209 B&W

2" HIGH



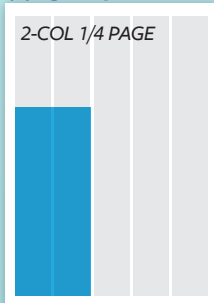
\$240 COLOR
\$135 B&W

Supply print-ready ads or ad materials by the 15th of the month.

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

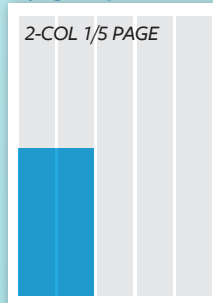
2-COLUMN 3.6875" WIDE

9.25" HIGH



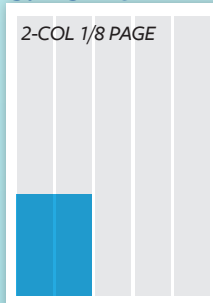
\$532 COLOR
\$375 B&W

7.25" HIGH



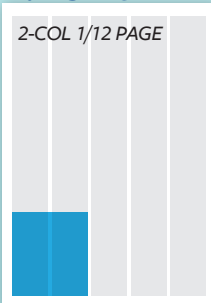
\$430 COLOR
\$293 B&W

5.125" HIGH



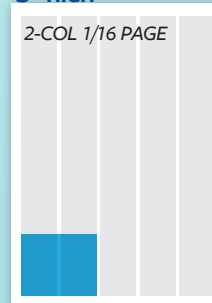
\$314 COLOR
\$209 B&W

4.125" HIGH



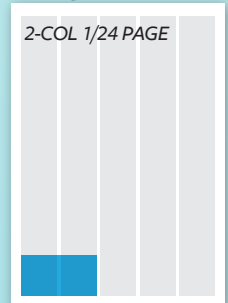
\$277 COLOR
\$172 B&W

3" HIGH



\$240 COLOR
\$135 B&W

2" HIGH



\$196 COLOR
\$92 B&W

CLASSIFIED ADS (BW ONLY)

1 COL x 2" = \$27 • 1 COL x 3" = \$39 • 2 COL x 2" = \$56 • 2 COL x 3" = \$91

2023 MONTHLY SPECIAL ADVERTISING SECTIONS

JANUARY

SPECIAL FEATURE:
**LIFESTYLES—
OLDER ADULTS**

FEBRUARY

SPECIAL FEATURE:
SUMMER CAMPS

MARCH

2 SPECIAL FEATURES:
**PASSOVER AND
HOME & GARDEN**

APRIL

2 SPECIAL FEATURES:
**HEALTHY LIVING AND
ISRAEL INDEPENDENCE**

MAY

SPECIAL FEATURE:
**CELEBRATIONS AND
MOTHER'S DAY**

JUNE

SPECIAL FEATURE:
**STANDING UP
AGAINST HATE**

JULY

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

AUGUST

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

SEPTEMBER

SPECIAL FEATURE:
ROSH HASHANAH

OCTOBER

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

NOVEMBER

SPECIAL FEATURE:
WEDDINGS & CELEBRATIONS

DECEMBER

SPECIAL FEATURE:
**CHANUKAH GREETINGS
& GIFTS**

DEADLINES AND TERMS

Order your ads by the 6th of the month—the month before the issue in which your ad will run. For months in which the 6th falls on a weekend or holiday, ad orders are due the closest business day.

Supply print-ready ads or ad materials by the 15th of the month or closest business day.

If you are supplying a print-ready ad to us:

- Email **PDF FILES** to AmyBu@MilwaukeeJewish.org and JaneD@MilwaukeeJewish.org
- Supply at correct inch measurements at 300dpi
- Use your company name in the file name and email subject
- Use **CMYK** color format for color ads, **grayscale** for black & white ads.

Terms

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



FREQUENCY DISCOUNT!

10% OFF
WHEN YOU PLACE
6 ADS IN 2023

15% OFF
WHEN YOU PLACE
12 ADS IN 2023

(Applies to varied or consistent sizes.)

If we are creating your ad for you:

Supply TEXT by email, Word doc., or other text file.

Supply LOGOS in vector form (AI, EPS, PDF) whenever possible. Or supply a 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.

SPECIAL FEATURE COVER PACKAGE

**\$3,100
VALUE!**

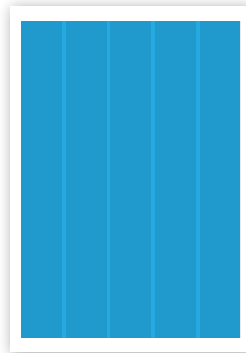
For only \$1,650 your business can be showcased in one of the Chronicle's special advertising sections!

Create a strong presence with a 3-ad grouping.

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

Cover Packages are not available for our Passover, Rosh Hashanah or Chanukah special sections.

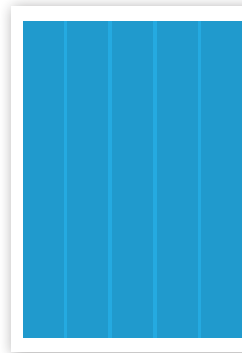
1 FULL-PAGE COLOR AD SECTION COVER



9.5" x 13.75"

2 FULL-PAGE B&W* AD SECTION PAGE 2

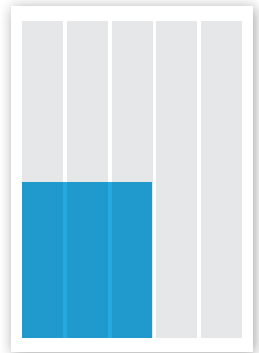
Add \$200 for Color



9.5" x 13.75"

* Occasionally, technical issues may require different placement. We will alert you if so.

3 QTR-PAGE COLOR AD WITHIN SECTION



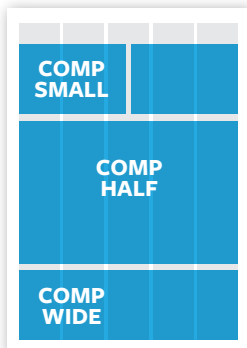
5.625" x 6.75"

COMPOSITE PAGE ADVERTISING

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

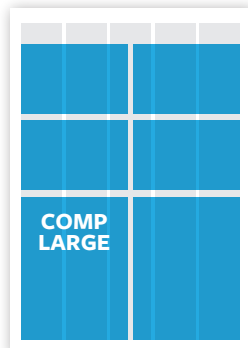
9.5" x 6.1875"
HALF Composite \$750

9.5" x 3"
WIDE Composite \$370



4.625" x 6.1875"
LARGE Composite \$370

4.625" x 3"
SMALL Composite \$200



Months that include Composite Ad Pages:

FEBRUARY
**HOME
IMPROVEMENT**

MARCH
**HEALTHY
LIFESTYLES**

MAY
CELEBRATION PAGES
• Mother's Day • Weddings
• Grads • Summer Fun

JUNE
**STANDING UP
AGAINST HATE**

NOVEMBER
**WEDDINGS &
CELEBRATIONS**

DECEMBER
**CHANUKAH
GIFT IDEAS**

ONLINE CHRONICLE ADVERTISING OPTIONS

Get noticed with 19,000* pageviews a month at JewishChronicle.org!

Straightforward, fixed prices. No pay per click.

*Based on 2020 total pageviews of 231,698. Unique pageviews 208,343.

With more than a dozen national awards for excellence, the Wisconsin Jewish Chronicle covers arts, culture, education, parenting, wellness, entertainment, religion and Jewish lifecycle events. Our monthly print edition is direct-mailed to nearly 9,000 Jewish households and is complimented by JewishChronicle.org, which is filled with original web and print content.

The local Jewish market is educated, interested, active and affluent:

- 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

Monthly Pricing

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

The screenshot shows the Jewish Chronicle website interface. Ad placement callouts are as follows:

- A** 1110 x 100 px \$600: Located at the top of the page, above the main header.
- B** 800 x 90 px \$150: Located below the main header, above the 'NATIONAL & WORLD NEWS' section.
- C** 800 x 300 px \$300: Located at the bottom of the page, below the 'NATIONAL & WORLD NEWS' section.
- D** 260 x 300 px \$175: Located on the right side of the page, above the 'E' callout.
- E** 260 x 600 px \$300: Located on the right side of the page, below the 'D' callout.
- F** 260 x 900 px \$450: Located on the right side of the page, below the 'E' callout.

Introductory Discounts

- 3 consecutive months: **10% off**
- 6 consecutive months: **15% off**
- 12 consecutive months: **30% off**

- No rotating ads so each position is yours for the entire month.
- Up to three ads per page.
- Option to change your ad once per month.

Terms

All billing is rendered at NET RATES listed. Accounts due/payable when invoice rendered. Visa, MasterCard and American Express accepted.

Specifications/Deadlines

Submitted ad files must be exact pixel size. JPG and PNG accepted. Ads are published on the first of each month. Ads and URLs are due 5 business days in advance. We can also create an ad for you!

SPECIFICATIONS • NEWSPRINT AD LAYOUT

YOUR COLOR PALETTE

CMYK ONLY!

The press uses 4 ink colors: Cyan, Magenta, Yellow and Black. **Use CMYK colors only.**

INK COVERAGE 250% MAX

Keep the sum of your 4 ink percentages below 250%.

- Use 1-ink or 2-ink colors
- To darken a color by adding a 3rd ink, use a low % K.
- Newsprint is a pale gray/tan, not white. Plan accordingly.

USING BLACK

BODY-SIZED TEXT or LINES = **100%K only**

BACKGROUND under white text or lines = **100%K only**

BACKGROUND with no text, or with headline-sized text:

To avoid a washed out look, add a low percentage of other ink to the black. For example, 100K + 30C.

SWITCHING MEDIA?

When repurposing an ad that ran on glossy paper or appeared digitally, don't forget to modify your palette & check reverse text.

REVERSE TEXT: HANDLE WITH CARE

BEST PRACTICE:

Non-serif font.

Size— 9 pt minimum. Better 12 pt +

Weight— Demi, Semibold or heavier

Keep the Background Color SIMPLE:

- ONE color C, M or K between 50-100%
- TWO colors with one 100% and the other below 80%.

White text only for best results. If you must use color:

- Make it 20% or less • Share an ink between text and backer.
- For example, 15C text on a black made of 15C/100K.

DON'T DO IT!

Reverse text with thin or pointy serifs

Reverse text under 9pt.

Reverse text that is Light or Book weight, or less

Reverse text with serifs, fine detailing or texture

Reverse text on a saturated background (above 200%)

Reverse text on a 3- or 4-ink background

Reverse text that is a raster image (JPG, PNG, PSD)

TYPOGRAPHY LIMITS

BODY TEXT:

Size — 8 to 12 point for blocks of body text. This is the smallest print you will have on your ad.

Weight — Book, Regular, Roman, Medium. Avoid Light. The larger the text, the lighter weight you can use.

Color — 100%K only

COLORED TEXT:

12 pt and up. 12 pt text should be Bold or heavier. The larger the text, the lighter weight you can use.

TEXT ON COLOR:

Use the "Multiply" effect on text placed on a colored background, and/or share an ink color between the text and its background.

PHOTOS + PLACED ART FORMATTING

IMAGE RESOLUTION 300 DPI

at the actual print inch measurement.

PIXEL MEASUREMENT GUIDELINE:

8" wide @ 300 dpi = 2400 px wide.

This image will look sharp in print at **8" or less.**

8" wide @ 72 dpi = 576 px wide.

This image will look clean in print at **1.9" or less.**

INK COVERAGE 250% MAX

A photo with large coverage of dark tones will need color correction. Reduce whites to 0% and lighten mid-tones aggressively.

RASTER PHOTOS/VECTOR ART

Photos & Fine Art = raster art = **JPG, PSD or PNG** files

Art created or saved in raster format won't convert to vector later

Logos & Graphics = vector art = **EPS, AI or SVG** files
fine lines • small print • infographics • scannable code

EXPORT your layout as **Adobe PDF (Print)** at **300dpi**. Output: Color Conversion: **US Newsprint (SNAP 2007)**

For a full set of specifications visit **snapquality.com** (SNAP = Specifications for Newsprint Advertising Production)

THE ANNUAL 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.

**PUBLISHED
AUGUST
2023**

Put your message in front of thousands of potential clients! All ads are Color. The Guide is inserted into the August 2023 Chronicle, mailed to nearly 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 (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

RESERVE AD SPACE BY
JUN 9

PROVIDE ADS TO US BY
JUN 16

BILLING BY **AUG 2022**

FREE-STANDING INSERTS

**WE'RE
PAYING
YOUR
POSTAGE!**

Distribute 9,000 copies of your ad or promotion via highly visible free-standing inserts within the Chronicle.

You provide our mail 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** 9,000

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 mail 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 2023, Wisconsin Jewish Chronicle

THE WISCONSIN
Jewishchronicle **2023 MEDIA KIT**

1360 North Prospect Avenue ● Milwaukee, WI 53202 ● (414) 390-5700

Jane Dillon, Sales Representative ● 414-390-5765 ● JaneD@MilwaukeeJewish.org