

The American
Jewish World

4509 Minnetonka Boulevard
Minneapolis, MN 55416

952.259.5280 • Fax 952.920.6205
news@ajwnews.com

Display Advertising Rates

(All Rates Are Net)

Contract Rate	Column Inch
26 times in one year	\$9.00
13 times in one year	\$10.00
8 times in one year	\$10.50
4 times (within 8 weeks)	\$11.00
NATIONAL RATE	\$15.00
OPEN RATE	\$12.00
INTRODUCTORY RATE	\$10.00

All first-time advertisers must prepay

Production Fees:

- Spot color: \$50
- 4-color: \$200
- Production cost: 10% of ad cost
- Production changes: 5% of ad cost
- Inserts: \$70 per thousand, available full or partial consecutive distribution, minimum 2K.
- Page Preference: \$50

Mechanical Data:

5 columns to the page, each 1-7/8" (11.5 picas) wide
2 columns, 4" (24 picas)
3 columns, 6" (36.5 picas)
4 columns, 8" (48 picas)
Full Page, 16" (96 picas) deep by 10-1/4" (61.5 picas)
wide, 80 column inches

- Camera-ready ads should be e-mailed in **PDF format** to:
news@ajwnews.com
- Ads are sold by the column inch, in half inch increments
- Minimum ad size is 4 column inches: special issues
minimum is 6 column inches
- Halftone screen: 85 line

Publication and Deadline Information:

The American Jewish World is published biweekly on Friday (26 issues annually), with display advertising deadline 12 noon Wednesday, nine days prior to publication.

General Policies and Terms:

Acceptance of advertisers and of copy is subject to the approval of the editor. The editor reserves the right to refuse any advertising copy.

The American Jewish World must be notified within seven days of first publication date of any error in an advertisement. Failure to do so will result in forfeit of and claim for credit or adjustment.

The liability of the editor for failure to publish an advertisement for any reason in the issue specified shall be limited to publishing the advertisement in a subsequent issue (at regular rates).

Advertisers and agencies forwarding orders to the editor which contain incorrect rates or conditions are advised that the advertising called for will be inserted and charged at the regular schedule of rates and conditions in force at that time.

The word "advertisement" may be inserted above any copy at option of editor.

The American Jewish World reserves the right to charge advertisers for what it considers excessive production requirements.

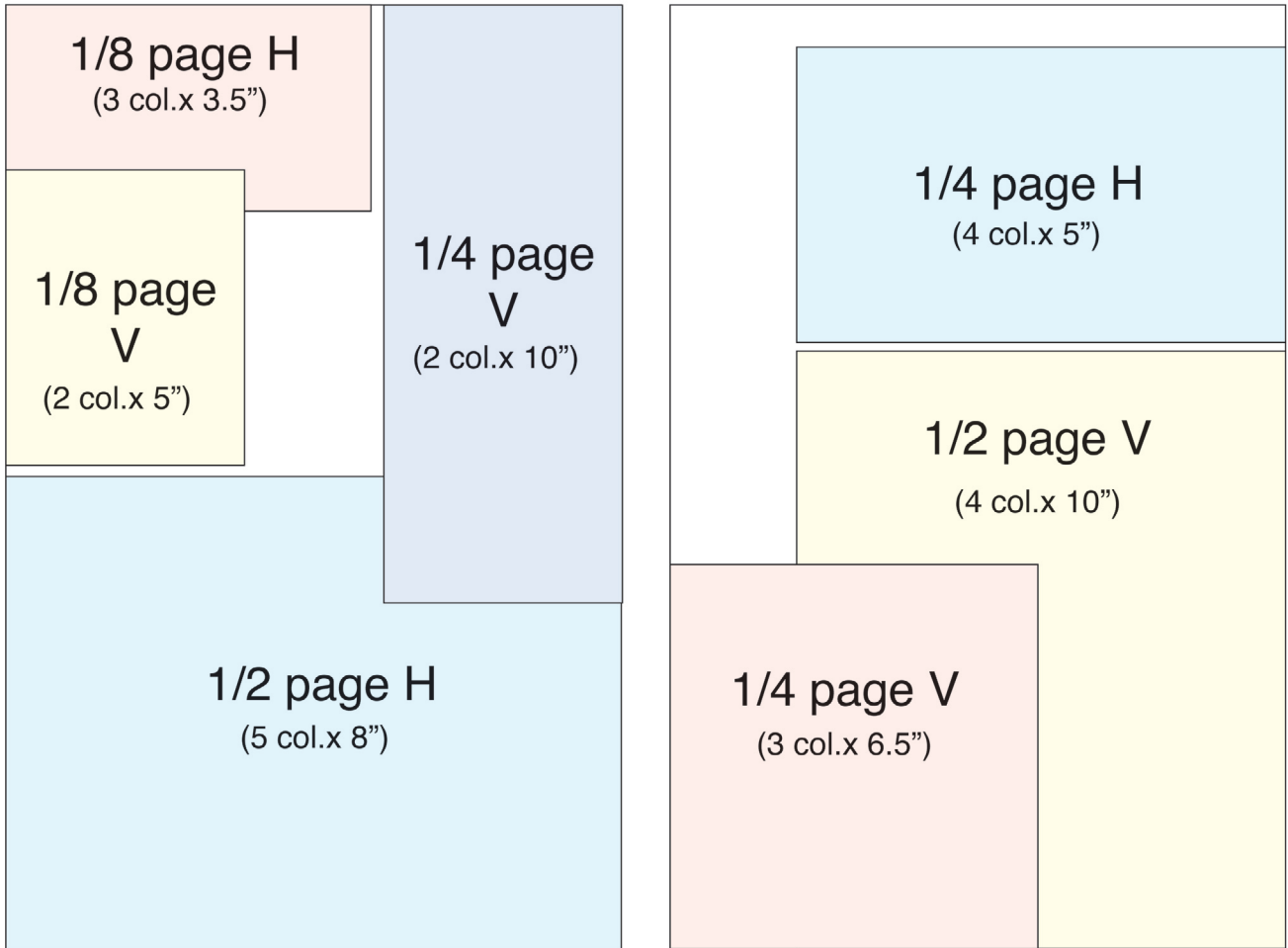
Any unfilled contracts will be subject to adjustment.

Statements are rendered the end of the month following insertion. **All rates are net 30 days.**

Classifieds:

Display ads on the Classifieds page are \$20.00 per column inch.

Text ads are \$2.50 per line, about 5-6 words (minimum charge \$15.00). **Bold headline** (2-3 words) counts as two lines.



1/8 page = 2 columns (4") x 5"
 = 3 columns (6") x 3.5" (\$120)

1/4 page = 2 columns (4") x 10"
 = 3 columns (6") x 6.5"
 = 4 columns (8") x 5" (\$240)

1/2 page = 4 columns (8") x 10"
 = 5 columns (10-1/4") x 8" (\$480)

Full page = 5 columns (10-1/4") x 16" (\$960)

Ads can be ordered at any size (minimum 2 columns x 2"),
 at \$12 per column inch. Introductory rate is \$10 per column inch.