

# Community Guide 2014

A complete directory of Jewish resources in Minnesota

## Everything Jewish in Minnesota in one handy, colorful Guide!



Mordecai Spektor

The American Jewish World, the newspaper of the Jewish community in Minnesota, will publish its eighth annual directory of community, business and professional resources on Nov. 29, 2013.

You can be a part of this publication, a valuable resource for the entire Minnesota Jewish community. The **Community Guide 2014** — with its complete directory of Jewish institutions and other useful information — will be an advertising investment that benefits your business throughout the year.

### YOUR AD WILL REACH 15,000 JEWISH HOUSEHOLDS IN MINNESOTA

The **Community Guide 2014** will be mailed to Jewish families in the Twin Cities, Duluth, Rochester and other cities. Copies of this 4-color magazine will also be provided to chambers of commerce and real estate agents.

**Ad space reservation deadline: Nov. 6, 2013.**

#### Display advertising rates and specifications\*

Full page: \$1,720  
Non-Bleed, 7-3/8" wide x 9-7/8" high  
Bleed (Trim Size), 8-3/8" w x 10-7/8" h

2/3 page: \$1,220  
4-3/4" w x 9-7/8" h

Half page: \$1,020  
7-3/8" w x 4-3/4" h

1/3 page: \$680  
4-3/4" w x 4-3/4" h (horizontal)  
2-1/4" w x 9-7/8" h (vertical)

1/6 page: \$400  
4-3/4" w x 2-1/4" h (horizontal)  
2-1/4" w x 4-3/4" h (vertical)

1/12 page: \$220  
2-1/4" w x 2-1/4" h

Inside front & back covers: \$2,200

• 4-color ads: add \$200

Color charges are waived for full-page ads.

#### Format

4-color magazine; cover: 100# coated stock,  
inside pages: 50# offset

#### Submitting digital files

We accept PDF, QuarkXpress and InDesign files (300 dpi, 133 line screen). Quark files: Collect for Output; InDesign: Package Files. (Files over 15MB in size should be sent in on DVD.)

For technical questions contact Monte Gruhlke at 952.259.5235 or: [news@ajwnews.com](mailto:news@ajwnews.com).

\*All prices include FREE directory listing; nonprofits currently advertising with the AJW receive discounted rates.

Questions? Call the AJW at 952.259.5234; e-mail: [editor@ajwnews.com](mailto:editor@ajwnews.com)

The American  
**Jewish World**  
VOICES OF MINNESOTA'S JEWISH COMMUNITY

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call Mordecai Spektor at 952.259.5234  
or e-mail: [editor@ajwnews.com](mailto:editor@ajwnews.com)