

Community Guide 2013

A complete directory of Jewish resources in Minnesota

Everything Jewish in Minnesota in One Handy, Colorful Guide!

The American Jewish World, the newspaper of the Jewish community in Minnesota, will publish its sixth annual directory of community, business and professional resources on Nov. 30, 2012.

You can be a part of this publication, a valuable resource for the entire Minnesota Jewish community. The **Community Guide 2013** — 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 2013** 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: Oct. 24, 2012.



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.

Questions? Call the AJW at 952.259.5234; e-mail: editor@ajwnews.com

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.

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

The American
Jewish World
VOICES OF MINNESOTA'S JEWISH COMMUNITY

**To reserve your ad space,
call Mordecai Spektor at 952.259.5234
or e-mail: editor@ajwnews.com**