



CONTACT your WJW sales consultant
to schedule your advertising

OR

p 301-230-0819

washingtonjewishweek.com

Please submit ad materials to
production@washingtonjewishweek.com



11900 Parklawn Drive, Suite 300 | Rockville, MD 20852
301.230.2222 | midatlanticmedia.com

REV 102215

CLASSIFIED ADVERTISING rates

Celebration Connection / Travel & Leisure / Service Directories

Rates effective January 1, 2016

AUDIENCE OVERVIEW

Washington Jewish Week readers use this unique advertising section as the resource guide for planning and celebrating all of the times of their lives. Reach more than 30,000 affluent and loyal readers who are looking to add a special touch to their event or plan a family vacation. Sample advertisers in the directories include photographers, travel agents, event planners and tour guides.

CELEBRATION CONNECTION

Includes advertisers that make family events special – everything from party planners to the limousine service that will bring you home from the party.

TRAVEL & LEISURE

Provides our readers with the ideal travel destinations when they have an opportunity to escape – whether it's for a day or for a month.

SERVICE DIRECTORY

The Washington Jewish Week Directories are the places to be! You are assured exposure to over 30,000 affluent and loyal readers, making your company a familiar friend. Plus, our directories are divided into business categories so our readers can easily locate your message.

ADVERTISING RATES & SPECIFICATIONS

AVAILABLE AD SIZES	SPECIFICATIONS	ADD COLOR	52 WEEKS	26 WEEKS	13 WEEKS	6 WEEKS
Small	3.05"x1.5"	\$20	\$32	\$35	\$39	\$44
Medium	3.05"x 3.25"	20	59	68	74	82
Large	3.05"x 6.5"	20	74	97	113	132

**All prices are per ad insertion.*

Rates Include Digital Magazine

LINE ADVERTISING RATES

Private Party rate: \$37 for 20 words for 2 weeks;
(additional words: \$1.85/word)
Business rate: 1" minimum, \$38.85 per inch; discounted rates for frequency
National/Agency rate: 15% commissionable, 1" minimum,
\$42 per inch; discounted rates for frequency
Standard font and size: Times New Roman 12 pt
Extra charges: border, bold words, underlined words

PUBLICATION DATE

Every Thursday.

DEADLINES

Classified line ads space orders – 12:00 PM Friday.
Classified line ads – materials due – 12:00 PM Monday.

Classified display ads space orders – 12:00 PM Friday.
Classified display proof ads – materials due – 12:00 PM Monday.
Classified display ads – no proof – materials due – 5:00 PM Monday.

For more information, contact a Washington Jewish Week
classified account executive at 410-230-0472
or email classifieds@washingtonjewishweek.com.



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REV 110215

CONDITIONS

The Washington Jewish Week shall not be liable for its failure from any cause to insert an advertisement. The Washington Jewish Week reserves the right to revise, reject or edit any advertisement. In the event the advertiser fails to pay any amount due for advertising, the Washington Jewish Week shall have the right to recover from the advertiser, in addition to the amount due, reasonable costs of collection, including attorney's fees and cost of litigation, and interest on the unpaid balance. Rates may change without notice.

TERMS

Unless credit is established, all advertising is on a pre-paid basis.

PRINTING SPECIFICATIONS

Mid-Atlantic Media uses QuarkXpress 9.5 for Macintosh computers to produce ads. Please supply ads on CDs/DVDs, via email or FTP. Use "Collect for Output" under the QuarkXpress "File" Menu or other pre-flight software to gather all items used in the ad. Include all fonts used in the ad — both printer and screen fonts. Images used in ads must have effective resolutions of at least 300 dpi. All files should be CMYK color format. We cannot accept veloxes or film.

Ads can be accepted as high resolution, press-optimized PDFs. Ads supplied to Mid-Atlantic Media in PC formats, other than QuarkXpress, may not be able to be pre-flighted in-house. Mid-Atlantic Media cannot guarantee final quality of these ads.

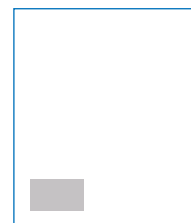
All four color ads should be supplied with a color proof.

Ad materials may be sent to production@washingtonjewishweek.com or uploaded to the Mid-Atlantic Media FTP site (instructions below).

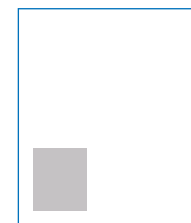
FTP INSTRUCTIONS

<ftp://midatlanticmedia.com> | username: advertising | password: MAM-ads

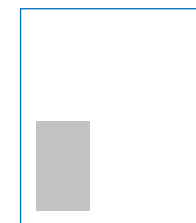
Upload file to the "Incoming" folder in the WJW folder and e-mail production@washingtonjewishweek.com the name of the file.



Small



Medium



Large