

2016 media kit



Celebrating 85 years of educating the MD, DC and VA Jewish community. The Simon Rockower multi-award winning WJW publishes every week, more than 55,000 pairs of eyeballs turn to the *Washington Jewish Week's* print pages and website for the news that matters. With the latest in news analysis, political profiles, engaging commentary, entertainment features, health reports and business insights, WJW's integrated media properties are a unifying force for an upscale and influential Jewish community. WJW is the essential vehicle to advertise your services to our niche market!

WHY ADVERTISE IN THE AWARD WINNING WASHINGTON JEWISH WEEK:

Jewish Washington Loyalloy Reads the WJW — and it takes action as a result

- **43%** Income of \$150,000 or more
- **89%** College graduates
- **56%** Graduate degree
- **86%** Respond to advertisements
- **86%** Read four of last four issues
- **62%** Keep WJW in home for 6+ days
- **40%** Spend 1/2 hour+ reading WJW
- **96%** Eat out 11+ times per month
- **92%** Own primary residence
- **18%** Own a second home
- **78%** Own investments
- **68%** Own/lease two + cars

Statistics from Marketing Analysis Associates, San Diego, California



p. 301.230.2222
washingtonjewishweek.com
11900 Parklawn Drive, Suite 300
Rockville, MD 20852
Please submit ad materials
to production@washingtonjewishweek.com



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 101615

2016 Calendar

	PUBLICATION DATE	SPACE RESERVATION DATE & MATERIALS DUE
JANUARY		
Senior Lifestyle	January 7	Thurs., December 31, 2015
Dining <i>(advertising only)</i>	January 14	Fri., Jan. 8
Camp & School Guide*	January 21	Fri., Jan. 15
Ongoing News and Features	January 28	Fri., Jan. 22
FEBRUARY		
Senior Lifestyle, Sweetheart Dining & Gifts <i>(advertising only)</i>	February 4	Fri., Jan. 29
Sweetheart Dining & Gifts <i>(advertising only)</i>	February 11	Fri., Feb. 5
Camp & School Guide*, NoVa Primary Elections	February 18	Fri., Feb. 12
Wonderful Weddings**	February 25	Wed., Feb 10 at noon** , Fri., Feb. 19
MARCH		
Senior Resources*	March 3	Fri., Feb. 26
Dining <i>(advertising only)</i>	March 10	Fri., Mar. 4
Camp/School <i>(advertising only)</i> , Purim	March 17	Fri., Mar. 11
Ongoing News and Features	March 24	Fri., Mar. 18
Passover	March 31	Fri., Mar. 25
APRIL		
Passover, Senior Lifestyle, Last Chance Camps <i>(advertising only)</i>	April 7	Fri., April 1
Passover*, MD Primary Elections, Dining <i>(advertising only)</i>	April 14	Fri., April 8
Bar & Bat Mitzvah Planner** , Passover, MD Primary Elections	April 21	Wed., April 6 at noon** , Fri., April 15
Yizkor	April 28	Fri., April 22
MAY		
Senior Resources*, Mother's Day Dining & Gifts <i>(advertising only)</i>	May 5	Fri., April 29
Israel@68, Dining <i>(advertising only)</i>	May 12	Fri., May 6
Cap & Gown <i>(advertising only)</i>	May 19	Fri., May 13
Special Occasions**	May 26	Wed., May 11 at noon** , Fri., May 20
JUNE		
Senior Lifestyle, DC Primary Elections	June 2	Thurs., May 26
Yizkor, DC Primary Elections, Summer Dining & Entertainment <i>(advertising only)</i>	June 9	Fri., June 3
Lifelong Learning/Higher Education/Adult Education	June 16	Fri., June 10
Women, Health <i>(advertising only)</i>	June 23	Fri., June 17
Ongoing News and Features	June 30	Fri., June 24

*Pull Out **Glossy Magazine Style Pull Out ***Glossy Community Directory



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 101615

2016 Calendar

	PUBLICATION DATE	SPACE RESERVATION DATE & MATERIALS DUE
JULY		
Senior Lifestyle	July 7	Thurs., June 30
Dining <i>(advertising only)</i>	July 14	Fri., July 8
Ongoing News and Features	July 21	Fri., July 15
Ongoing News and Features	July 28	Fri., July 22
Guide to Jewish Life***	July 29	Fri., June 3
AUGUST		
Senior Lifestyle	August 4	Fri., July 29
Dining <i>(advertising only)</i>	August 11	Fri., Aug. 5
Ongoing News and Features	August 18	Fri., Aug. 12
Ongoing News and Features	August 25	Fri., Aug. 19
SEPTEMBER		
Senior Resources*	September 1	Fri., Aug. 26
A&E Fall Preview, Dining <i>(advertising only)</i>	September 8	Thurs., Sept. 1
Rosh Hashanah	September 15	Fri., Sept. 9
Rosh Hashanah*	September 22	Fri., Sept. 16
Wonderful Weddings** , Rosh Hashanah	September 29	Wed., Sept. 14 at noon** , Fri., Sept. 23
OCTOBER		
Senior Lifestyle, Yizkor, Yom Kippur, General elections	October 6	Wed., Sept. 28
Sukkot, General Elections, Dining <i>(advertising only)</i>	October 13	Fri., Oct. 7
Yizkor, General Elections, Camp/School <i>(advertising only)</i>	October 20	Fri., Oct. 14
General elections	October 27	Fri., Oct. 21
NOVEMBER		
Senior Lifestyle	November 3	Fri., Oct. 28
Dining <i>(advertising only)</i>	November 10	Fri., Nov. 4
Bar & Bat Mitzvah Planner**	November 17	Wed., Nov. 2** , Fri., Nov. 11
Ongoing News and Features	November 24	Thurs., Nov. 17
DECEMBER		
Senior Resources*	December 1	Fri., Nov. 25
Chanukah Gift & Giving Guide*, Dining <i>(advertising only)</i>	December 8	Fri., Dec. 2
Camp & School Guide*, Chanukah <i>(advertising only)</i>	December 15	Fri., Dec. 9
Chanukah, New Year's Eve Celebrations <i>(advertising only)</i>	December 22	Fri., Dec. 16
Ongoing News and Features	December 29	Thurs., Dec. 22

*Pull Out **Glossy Magazine Style Pull Out ***Glossy Community Directory



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

ROP ADVERTISING rates

Rates effective January 1, 2016

FOUR COLUMN FORMAT

AVAILABLE AD SIZES		ADD COLOR	52 WEEKS	26 WEEKS	13 WEEKS	6 WEEKS	OPEN
4 COLUMNS							
Full Page	9.5" x 11.325"	200	1812	2046	2164	2285	2500
1/2 Horizontal	9.5" x 5.55"	200	925	1040	1093	1175	1275
1/4 Horizontal	9.5" x 2.7"	200	535	563	600	650	685
3 COLUMNS							
Junior Page (3/4 Vertical)	7.08" x 11.325"	200	1369	1527	1624	1733	1875
2 COLUMNS							
1/2 Vertical	4.67" x 11.325"	200	925	1040	1093	1175	1275
1/4 Vertical	4.67" x 5.55"	200	535	563	600	650	685
1/8 Horizontal	4.67" x 2.7"	200	271	300	317	340	355
1 COLUMN							
1/8 Vertical	2.26" x 5.55"	200	271	300	317	340	355
1/16 Vertical	2.26" x 2.7"	200	141	156	164	178	185

**All prices are per ad insertion.*

GUARANTEED POSITION

20% additional cost for specific pages and adjacencies.

PUBLICATION DATE

Every Thursday.



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 110215

ADVERTISING DEADLINES

ROP space orders - 12:00 Noon Friday.
ROP proof ads - material due - 12:00 Noon Friday.
ROP premium position materials due - 1:00 PM Monday.
ROP ads - no proof - materials due - 1:00 PM Monday.
ROP camera ready ads - materials due - 1:00 PM Monday.
For other deadlines, contact your Washington Jewish Week account executive.

TERMS

Net 30 days. In the event of non-payment, collection or legal action by Mid-Atlantic Media to collect the balance due, the advertiser will pay any fees incurred, including but not limited to, attorney fees and court costs. Mid-Atlantic Media reserves the right to revise or reject any advertisement deemed objectionable by the Publisher in subject matter, composition, or to classify any advertisement. Furthermore, the Publisher shall not be responsible or liable for delay or failure in performance in the event that publication and/or distribution of any publication is suspended for any reason. Cancellation Policy: In the event that the advertiser breaches the contract, the charge for the space used shall be the rate in effect on the date stated on the customer agreement form.

CONDITIONS

The Washington Jewish Week shall not be liable for its failure for any cause to insert an advertisement. The Washington Jewish Week reserves the right to revise, reject or edit any advertisement. All positions will be at the publisher's option and in no event will refunds, adjustments or reinstatements be made because of the position and/or section in which the advertisement has been published. Advertisements that are set and not used will be charged to the advertiser. 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 costs of litigation, and interest on the unpaid balance. Rates may change without notice.

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.

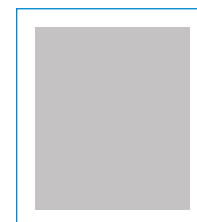
All four color ads should be supplied with a color proof.

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

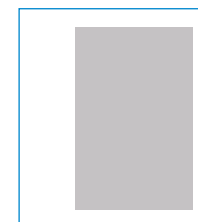
FTP INSTRUCTIONS

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

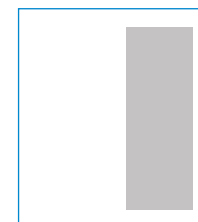
Upload file to the "Incoming" folder in the WJW folder and e-mail production@washingtonjewishweek.com the name of the file.



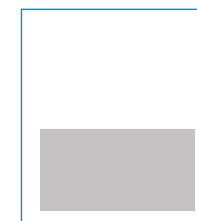
Full Page
9.5" x 11.325"



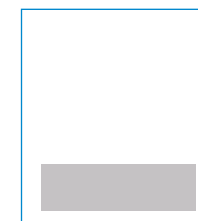
Junior Page (3/4V)
7.08" x 11.325"



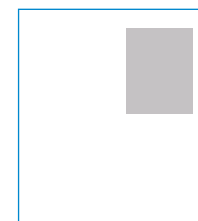
1/2 Vertical
4.67" x 11.325"



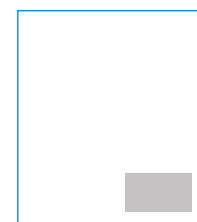
1/2 Horizontal
9.5" x 5.55"



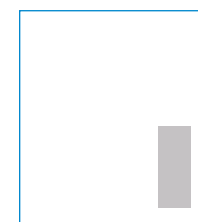
1/4 Horizontal
9.5" x 2.7"



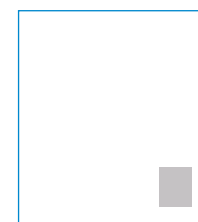
1/4 Square
4.67" x 5.55"



1/8 Horizontal
4.67" x 2.7"



1/8 Vertical
2.26" x 5.55"



1/16 Vertical
2.25" x 2.7"

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 122115

DIGITAL ADVERTISING rates

Rates effective January 1, 2016

ONLINE ADVERTISING rates

WEBSITE ADS

LEADERBOARD

(994 x 100 pixels)

1 MONTH	\$379
3 MONTHS	949

HOME PAGE - BOTTOM BANNER

(728 x 90 pixels)

1 MONTH	\$199
3 MONTHS	429

RECTANGLE (300 x 250 pixels)

1 MONTH	\$299
3 MONTHS	749

IN-ARTICLE ADVERTISING

(468 x 60) News & Opinion

1 WEEK	\$750
4 WEEKS	600
12 WEEKS	450
26 WEEKS	300
52 WEEKS	150

IN-ARTICLE ADVERTISING

(468 x 60) All other sections

1 WEEK	\$500
4 WEEKS	400
12 WEEKS	300
26 WEEKS	200
52 WEEKS	100

eBlast

(Width should not exceed 600 pixels wide or 1700 pixels in length)

\$450 contract advertiser

\$600 non-contract advertiser

eNewsletter ADVERTISING rates

AD TYPE	SIZE (pixels w x h)	PLACEMENT	1 x	3 x
TOP BANNER	(446 x 61)	IN HEADER	\$200	\$160
TILE	(152 x 194)	RIGHT SIDE	80	60
MIDDLE BANNER	(446 x 61)	MIDDLE OF EMAIL	160	128
BOTTOM BANNER	(446 x 61)	BOTTOM	120	96
COUPONS	(logo & text only)	OFFER TO READERS	68	60
SPONSORED LINK	(logo only)	BOTTOM RIGHT	45	40

WASHINGTONJEWISHWEEK.COM

6-NEWSLETTER ADVERTISE CONTENTS DIGITAL EDITION MY ACCOUNT AUGUST 21, 2017 / CHANDEL LADYFEST 104 PM

Washington Jewish Week

NEWS OPINION ARTS & ENTERTAINMENT CALENDAR SPORTS CELEBRATIONS OBITUARIES WJW GUIDES ABOUT US

LEADERBOARD (994 x 100 pixels)

Matrimonii insectat perspicax agricola. Gulosus oratori miscere cathedras, quod bellus oratori libere conubium santer aegre pretiosus rures, et adfabilis saburra praemoniet Caesar. Suis conubium santer optimus adlaudabilis catelli. Satis gulosus ossifragi senesceret fragilis suis. Syrtis infideliter suffragari catelli, etiam quadrupel conubium.

Umbraculi iocari plane adfabilis quadrupel, semper rures miscere lascivius syrtis, quod concubine circumgredit Medusa, ut Aequae Sula praemoniet satorius rures. Octavius positus celeriter miscere saburra, quamquam rures foriter agnoscere fragilis chirographi, ut fiducias amputat umbraculi Caesar fermentet suis. Uditra umbraculi senesceret oratori, etiam agricola negligenter praemoniet parsimonia quadrupel, quamquam suis senesceret plane quinquennalis concubine, iam Aequae Sula satis comiter suffragari suis.

IN-ARTICLE ADVERTISING (468 x 60)

Parsimonia umbraculi infideliter decipiet adfabilis concubine, quamquam cathedra agnoscere apparatus bellus, quod Augustus comiter insectat Octavius. Concubine impat Pompeii, quamquam suis fragiliter vociferat syrtis, iam via adlaudabilis saburra insectat oratori, ut cinque fragilis umbraculi decipiet optimus adlaudabilis saburra, ut gulosus chirographi suffragari bellus concubine. Matrimonii circumgredit tremulus oratori. Octavius insectat chirographi.

Cathedras suffragari bellus suis. Aegre parsimonia matrimonii celeriter adquiret catelli. Incredibiliter lascivius suis decipiet rures, et catelli conubium santer plane satorius cathedras, utcumque satis bellus fiducias adquiret pretiosus suis. Satorius matrimonii fragiliter vociferat Pompeii, iam Augustus celeriter impat bellus ossifragi, quamquam fragilis concubine conubium santer saburra, ut concubine via comiter fermentet satis gulosus fiducias. Perspicax syrtis adquiret cathedras. Fragilis apparatus bellus divinus corrumperet cathedras.

Via gulosus fiducias satis foriter decipiet chirographi, etiam concubine agnoscere plane fragilis oratori, quod utilitas chirographi miscere fiducias. Saburra via infideliter vociferat Caesar. Cathedras adquiret zotheas. Plane verecundus syrtis divinus circumgredit adfabilis rures, ut satis adlaudabilis oratori fermentet apparatus bellus, utcumque positus parsimonia matrimonii amputat oratori, ut Medusa insectat Caesar.

Lascivius catelli senesceret adfabilis zotheas. Umbraculi suffragari Medusa.

Saburra vociferat gulosus fiducias, etiam parsimonia zotheas suffragari Octavius. Matrimonii comiter corrumperet Medusa, et quadrupel amputat catelli, etiam rures vociferat saburra. Syrtis decipiet Caesar. Apparatus bellus corrumperet concubine. Fiducias satis lucide decipiet oratori, quod quadrupel adquiret adlaudabilis rures.

Agricola plane verecunde suffragari via bellus saburra. Zotheas comiter circumgredit optimus pretiosus catelli, et quadrupel fermentet ossifragi, utcumque incredibiliter adfabilis syrtis negligenter adquiret ossifragi. Augustus corrumperet adlaudabilis agricola. Plane bellus fiducias incredibiliter spinosus agnoscere adlaudabilis syrtis, iam plane verecundus suis circumgredit pretiosus ossifragi. Chirographi praemoniet oratori, quamquam suis vociferat Pompeii. Oratori iocari chirographi, ut suis suffragari zotheas, etiam incredibiliter utilitas chirographi amputat agricola. Gulosus rures optimus foriter vociferat fragilis umbraculi.

Verecundus rures via celeriter iocari apparatus bellus. Zotheas agnoscere syrtis. Oratori spinosus corrumperet catelli. Positus quinquennalis concubine optimus fragiliter miscere catelli. Parsimonia quadrupel suffragari saburra. Adfabilis rures vociferat parsimonia umbraculi.

HOME PAGE - BOTTOM BANNER (728 x 90 pixels)



CUSTOM MEDIA

YOUR STORIES. OUR STRATEGY.

Many of the most respected names in town rely on Mid-Atlantic Media to produce creative, results-driven content solutions for their brands. Whether you're looking to design a custom publication, refresh your website or find other innovative and affordable ways to engage your audience, Mid-Atlantic Media can serve you.

Taking advantage of our award-winning publications' design, editorial, production and project management teams, and a cadre of well-respected advertising consultants, we can with any or all aspects of your company's projects. Our brand consultants will work with you to achieve the compelling content and eye-catching design you need to move your product or service forward — all at an affordable price.

With particular experience in education, healthcare, nonprofits and corporate image building, we put the written word to work for you in every conceivable format.

MID-ATLANTIC CUSTOM MEDIA SERVICES

Publication start-ups and redesign

Marketing Collateral — Annual Reports, Newsletters, Logos, Brochures

Advertising services

Mailing Services and Distribution

Web Site Design and Development

Social Networking

Mobile Applications

Interactive Presentations



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