



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

REAL ESTATE 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	1060	1114	1163	1306	1713
1/2 Horizontal	9.5" x 5.55"	200	563	628	697	779	865
1/4 Horizontal	9.5" x 2.7"	200	299	332	370	397	460
3 COLUMNS							
Junior Page (3/4 Vertical)	7.08" x 11.325"	200	851	890	932	1028	1373
2 COLUMNS							
1/2 Vertical	4.67" x 11.325"	200	563	628	697	779	865
1/4 Vertical	4.67" x 5.55"	200	299	332	370	397	460
1/8 Horizontal	4.67" x 2.7"	200	161	177	193	214	237
1 COLUMN							
1/8 Vertical	2.26" x 5.55"	200	161	177	193	214	237
1/16 Vertical	2.26" x 2.7"	200	86	97	107	118	129

**All prices are per ad insertion.*

GUARANTEED POSITION

20% additional cost for specific pages and adjacencies.

PUBLICATION DATE

Every Thursday.



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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.

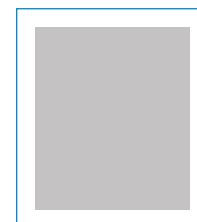
All four color ads should be supplied with a color proof.

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

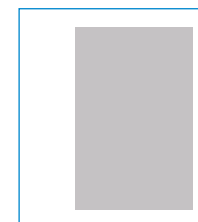
FTP INSTRUCTIONS

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

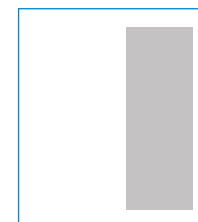
Upload file to the "Incoming" folder in the WJW folder and e-mail production@washingtonjewishweek.com the name of the file.



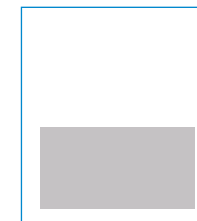
Full Page
9.5" x 11.325"



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



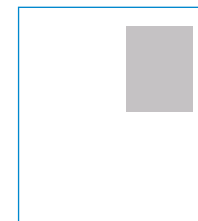
1/2 Vertical
4.67" x 11.325"



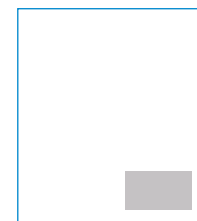
1/2 Horizontal
9.5" x 5.55"



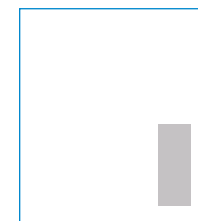
1/4 Horizontal
9.5" x 2.7"



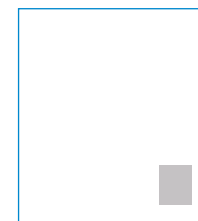
1/4 Square
4.67" x 5.55"



1/8 Horizontal
4.67" x 2.7"



1/8 Vertical
2.26" x 5.55"



1/16 Vertical
2.25" x 2.7"