



STORIES COME
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CONTACT your JT sales consultant
to schedule your advertising

OR

p 410.902.2309
jewishtimes.com

Please submit ad materials
to ads@jewishtimes.com

ROP DISPLAY ADVERTISING rates

Rates effective January 1, 2017

FOUR COLUMN FORMAT

AVAILABLE AD SIZES		ADD COLOR	52 WEEKS	26 WEEKS	13 WEEKS	6 WEEKS	OPEN
4 COLUMNS							
Premium Positions <i>(Cover positions)</i>	7.125" x 9.4375"	\$250	\$1570	\$1864	\$2246	\$2729	\$3344
Full Page (live)	7.125" x 9.4375"	\$250	\$1315	\$1525	\$1775	\$2100	\$2500
Full Page (trim)	8.125" x 10.625"						
Full Page (bleed)	9.125" x 11.625"						
1/2 Horizontal	7.125" x 4.625"	175	730	855	975	1115	1300
3 COLUMNS							
3/4 Vertical	5.3" x 9.4375"	200	975	1160	1345	1502	1985
1/3 Horizontal	5.3" x 4.625"	125	547	624	738	835	995
2 COLUMNS							
1/2 Vertical	3.479" x 9.4375"	175	730	855	975	1115	1300
1/3 Vertical	3.479" x 7"	125	547	624	738	835	995
1/4 Square	3.479" x 4.625"	100	365	425	490	557	660
1/8 Horizontal	3.479" x 2.25"	75	184	215	245	280	335
1 COLUMN							
1/8 Vertical	1.656" x 4.625"	75	184	215	245	280	335
1/16 Vertical	1.656" x 2.25"	75	100	117	130	152	177

*All prices are per ad insertion.

GUARANTEED POSITION

20% additional cost pages 6-13 and specific adjacencies.
Deadline: 5 p.m. Monday of publication week.

PUBLICATION DATE

Every Friday since 1919.



11459 Cronhill Drive, Suite A | Owings Mills, MD 21117
410.902.2300 | midatlanticmedia.com



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REV 121415

ADVERTISING DEADLINES

ROP proof ads - material due - 12:00 Noon Monday.
ROP premium position materials due - 5:00 PM Monday.
ROP ads - no proof - materials due - 5:00 PM Tuesday.
ROP camera ready ads - materials due - 5:00 PM Tuesday.
ROP space orders - 3:00 PM Tuesday.

For other deadlines, contact your Baltimore Jewish Times 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 Baltimore Jewish Times shall not be liable for its failure for any cause to insert an advertisement. The Baltimore Jewish Times 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 Baltimore Jewish Times 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.

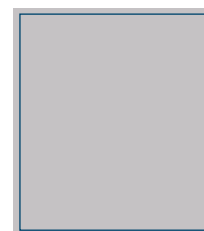
All four color ads should be supplied with a color proof.

Ad materials may be sent to ads@jewishtimes.com or uploaded to the Mid-Atlantic Media FTP site (instructions below). Production questions should be directed to Erin Clare at 410.902.2303.

FTP INSTRUCTIONS

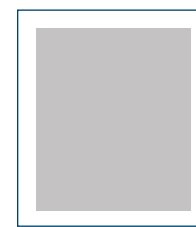
ftp.midatlanticmedia.com | username: advertising | password: MAM-ads

Upload file to the "Incoming" folder in the Baltimore Jewish Times folder and e-mail ads@jewishtimes.com the name of the file.



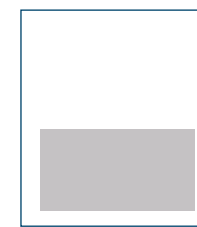
Full Page (bleed)

9.125" x 11.625"



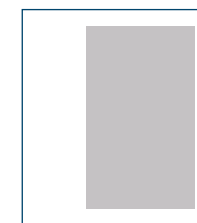
Full Page (live)

7.125" x 9.4375"



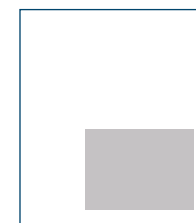
1/2 Horizontal

7.125" x 4.625"



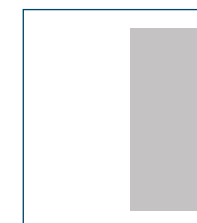
3/4 Vertical

5.3" x 9.4375"



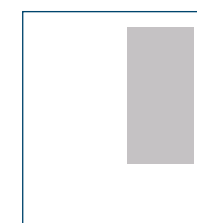
1/3 Horizontal

5.3" x 4.625"



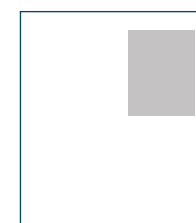
1/2 Vertical

3.479" x 9.4375"



1/3 Vertical

3.479" x 7"



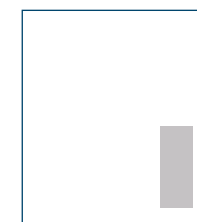
1/4 Square

3.479" x 4.625"



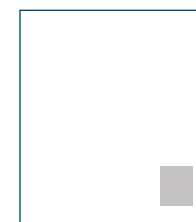
1/8 Horizontal

3.479" x 2.25"



1/8 Vertical

1.656" x 4.625"



1/16 Vertical

1.656" x 2.25"