



ChaiLife

A GUIDE TO JEWISH LIVING AND GIVING IN SOUTH PALM BEACH COUNTY



MEDIA KIT 2011-12



PUBLICATION SCHEDULE & DEADLINES

ISSUE	DISTRIBUTION DATE	CAMERA-READY AD DEADLINE	CONTRACT & PAYMENT DEADLINE
Fall 2011	November 2011	October 13, 2011	September 15, 2011
Winter 2012	February 2012	January 12, 2012	December 29, 2011
Spring 2012	April 2012	March 8, 2012	February 28, 2012

PRICING

AD SIZE	MEASUREMENT	1 ISSUE PRICE	2 ISSUE PRICE	3 ISSUE PRICE
Back Cover <i>(placement reserved)</i>	8.5" wide x 11" tall (add .25" bleed on all sides)	\$2,000	\$3,400 <i>(save \$600)</i>	\$4,800 <i>(save \$1,200)</i>
Front Inside Cover <i>(placement reserved)</i>	8.5" wide x 11" tall (add .25" bleed on all sides)	\$1,500	\$2,500 <i>(save \$500)</i>	\$3,500 <i>(save \$1,000)</i>
Back Inside Cover <i>(placement reserved)</i>	8.5" wide x 11" tall (add .25" bleed on all sides)	\$1,300	\$2,200 <i>(save \$400)</i>	\$3,100 <i>(save \$800)</i>
Full Page <i>(no placement reserved)</i>	8.5" wide x 11" tall (add .25" bleed on all sides)	\$1,100	\$1,900 <i>(save \$300)</i>	\$2,700 <i>(save \$600)</i>
Half Page <i>(horizontal)</i>	8" wide x 5.125" tall	\$575	\$950 <i>(save \$200)</i>	\$1,325 <i>(save \$400)</i>
Quarter Page <i>(vertical)</i>	3.875" wide x 5.125" tall	\$350	\$600 <i>(save \$100)</i>	\$850 <i>(save \$200)</i>

AD SPECIFICATIONS

All ads must be submitted as camera-ready pdfs, CMYK, 300 dpi. Please see above for exact measurements.

CONTACT INFORMATION

For more information or to place an ad, please contact Mandee Baulo at 561-852-3179 or mandeeb@bocafed.org.

ChaiLife ADVERTISING CONTRACT

Contact Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

AD SIZE

Full Page, *placement reserved, first come, first served*

Back Cover Front Inside Cover Back Inside Cover

Full Page, *no placement reserved*

Half Page

Quarter Page

ISSUES

Fall 2011

Winter 2012

Spring 2012

PAYMENT

Amount Due: _____

Check: *made payable to the Jewish Federation of South Palm Beach County*

Credit Card: Visa Mastercard American Express Discover

Card Number: _____ Exp. Date: _____ CCV: _____
(*billing address must be same as above*)

Card Holder Name: _____

Signature: _____

Terms and Conditions

- Federation reserves the right to approve advertisers and advertising/editorial content.
- All payments for advertising are due in advance.
- Ads must be provided camera-ready by the published deadlines.
- No refunds or exchanges for late submissions.
- Ads must be submitted in pdf format, CMYK, 300 dpi.

For more information: Call Mandee Baulo at 561.852.3179 or email mandeeb@bocafed.org.

Return this form to: Mandee Baulo by fax at 561.852.5072 or by email to mandeeb@bocafed.org.