



REAL ESTATE ADVERTISING rates

Rates effective August 26, 2011



AVAILABLE AD SIZES		ADD COLOR	Consecutive Weeks				OPEN
			52 WEEKS	26 WEEKS	16 WEEKS	8 WEEKS	
4 COLUMNS							
Full Page (live)	8 1/4" X 10 3/8"	\$250	\$1035	\$1395	\$1675	\$1990	\$2400
Full Page (trim)	9" x 10 7/8"						
Full Page (bleed)	9 1/4" x 11 1/8"						
1/2 Horizontal	8 9/32" x 5 3/32"	175	630	885.60	1008	1290.60	1560.60
2 COLUMNS							
1/4 Square	4 1/16" x 5 3/32"	100	315	442.80	504	645.30	780.30
1/8 Horizontal	4 1/16" x 2 15/32"	75	157.50	221.40	252.00	322.65	390.15
1 COLUMN							
1/8 Vertical	1 15/16" x 5 3/32"	75	157.50	221.40	252.00	322.65	390.15
1/16 Vertical	1 15/16" x 2 15/32"	75	80	105.70	133	164.80	212.60

CONTACT your JT sales consultant to schedule your advertising

OR

p 410.752.3504 | f 443-451-6025
jewishtimes.com

Please submit ad materials to ads@jewishtimes.com

PUBLICATION DATE

Every Friday since 1919.

DEADLINES

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

LINE ADVERTISING RATES

\$17.00 minimum charge for 10 words or less. Each additional word is 1.50 per word. Price includes your listing on www.jewishtimes.com. Borders and bold type are available at an additional charge. All ads are on a pre-paid basis.



1040 Park Avenue, Suite 200
 Baltimore, MD 21201

410.752.3504 | alteryourview.com



CONTACT your JT sales consultant to schedule your advertising

OR

p 410.752.3504 | f 443-451-6025
jewishtimes.com

Please submit ad materials to ads@jewishtimes.com



1040 Park Avenue, Suite 200
Baltimore, MD 21201

410.752.3504 | alteryourview.com

REV 070511

CONDITIONS

The Baltimore Jewish Times shall not be liable for its failure from any cause to insert an advertisement. The Baltimore Jewish Times reserves the right to revise, reject or edit any advertisement. 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 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

Alter Communications uses QuarkXpress 7.5 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 Alter Communications in PC formats, other than QuarkXpress, may not be able to be pre-flighted in-house. Alter 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 Alter Communications FTP site (instructions below). Production questions should be directed to Erin Clare at 443.451.0716.

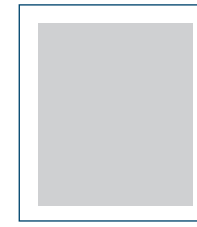
FTP INSTRUCTIONS

`ftp://intranet.jewishtimes.com` | username: `ftpalter` | password: `alter`

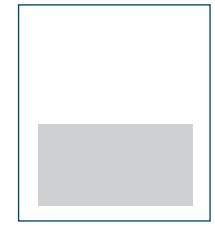
Upload file to the "Incoming" folder in the Baltimore Jewish Times folder and e-mail ads@jewishtimes.com the name of the file.



Full Page (bleed)



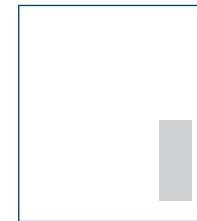
Full Page (live)



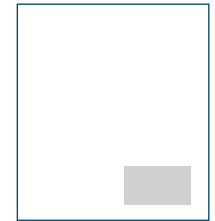
1/2 Horizontal



1/4 Square



1/8 Vertical



1/8 Horizontal



1/16 Vertical