



# ROP DISPLAY ADVERTISING rates

Rates effective August 26, 2011

## FOUR COLUMN FORMAT

AVAILABLE AD SIZES	ADD COLOR	Consecutive Weeks				OPEN	
		52 WEEKS	26 WEEKS	16 WEEKS	8 WEEKS		
<b>4 COLUMNS</b>							
Premium Positions <i>(All glossy cover positions)</i>	8 1/4" X 10 3/8"	\$250	\$1524	\$1801	\$2160	\$2599	\$3125
Full Page (live)	8 1/4" X 10 3/8"	\$250	\$1170	\$1390	\$1655	\$2000	\$2395
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	680	795	930	1060	1240
<b>3 COLUMNS</b>							
3/4 Vertical	6 3/16" x 10 3/8"	200	920	1075	1270	1430	1855
1/3 Horizontal	6 3/16" x 5 3/32"	125	520	590	710	795	930
<b>2 COLUMNS</b>							
1/2 Vertical	4 1/16" x 10 3/8"	175	680	795	930	1060	1240
1/3 Vertical	4 1/16" x 7 3/4"	125	520	590	710	795	930
1/4 Square	4 1/16" x 5 3/32"	100	340	395	480	530	620
1/8 Horizontal	4 1/16" x 2 15/32"	75	175	200	230	265	325
<b>1 COLUMN</b>							
1/8 Vertical	1 15/16" x 5 3/32"	75	175	200	230	265	325
1/16 Vertical	1 15/16" x 2 15/32"	75	95	110	125	145	165

**CONTACT** your JT sales consultant to schedule your advertising

OR

p 410.752.3504 | f 443-451-6025  
[jewishtimes.com](http://jewishtimes.com)

Please submit ad materials to [ads@jewishtimes.com](mailto:ads@jewishtimes.com)

## 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.



1040 Park Avenue, Suite 200  
 Baltimore, MD 21201

410.752.3504 | [alteryourview.com](http://alteryourview.com)



**CONTACT** your JT sales consultant to schedule your advertising

OR

p 410.752.3504 | f 443-451-6025  
[jewishtimes.com](http://jewishtimes.com)

Please submit ad materials to [ads@jewishtimes.com](mailto:ads@jewishtimes.com)



1040 Park Avenue, Suite 200  
Baltimore, MD 21201

410.752.3504 | [alteryourview.com](http://alteryourview.com)

REV 070511

## 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 - 5:00 PM Tuesday.

For other deadlines, contact your Baltimore Jewish Times account executive.

## TERMS

Net 30 days. All advertising is billed at the open rate without signed contract. Consecutive rate discounts earned are rebated at the end of the consecutive-week period listed. No rebates granted for accounts over 90 days in arrears.

## 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

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](mailto: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.

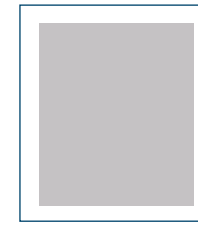
## FTP INSTRUCTIONS

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

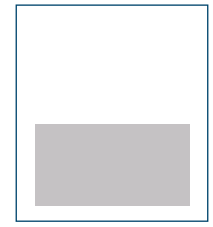
Upload file to the "Incoming" folder in the Baltimore Jewish Times folder and e-mail [ads@jewishtimes.com](mailto:ads@jewishtimes.com) the name of the file.



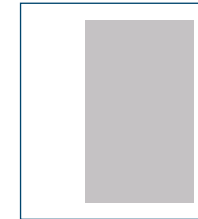
Full Page (bleed)



Full Page (live)



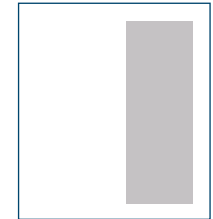
1/2 Horizontal



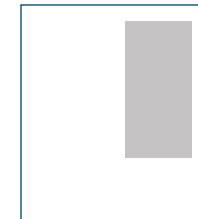
3/4 Vertical



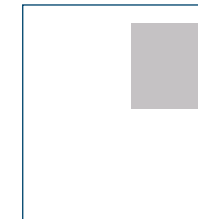
1/3 Horizontal



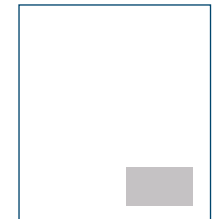
1/2 Vertical



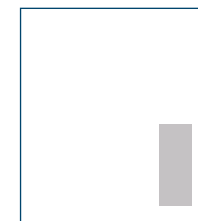
1/3 Vertical



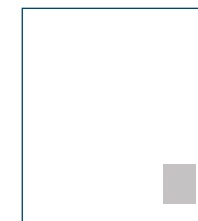
1/4 Square



1/8 Horizontal



1/8 Vertical



1/16 Vertical