

TAMPA BAY JEWISH COMMUNITY

The Tampa Bay area has an active Jewish community of about 51,000. The three-county Bay area encompasses Tampa and surrounding communities in Hillsborough County; Pinellas County including St. Petersburg, Clearwater, the Beaches and the Palm Harbor area; and Pasco County.

Outside of South Florida, the Tampa Bay metropolitan area has the largest Jewish population in the state.

The Tampa Bay area is home to the Florida Holocaust Museum and the regional offices of Israel Bonds and Jewish National Fund.

The area has:

- 37 synagogues and other religious institutions
- 2 Jewish federations
- 2 Jewish Community Centers
- 2 family service agencies
- 1 Jewish day school
- 6 preschools

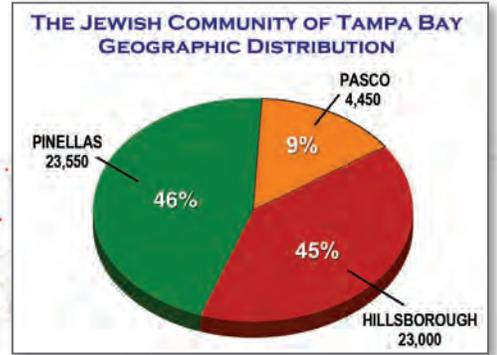
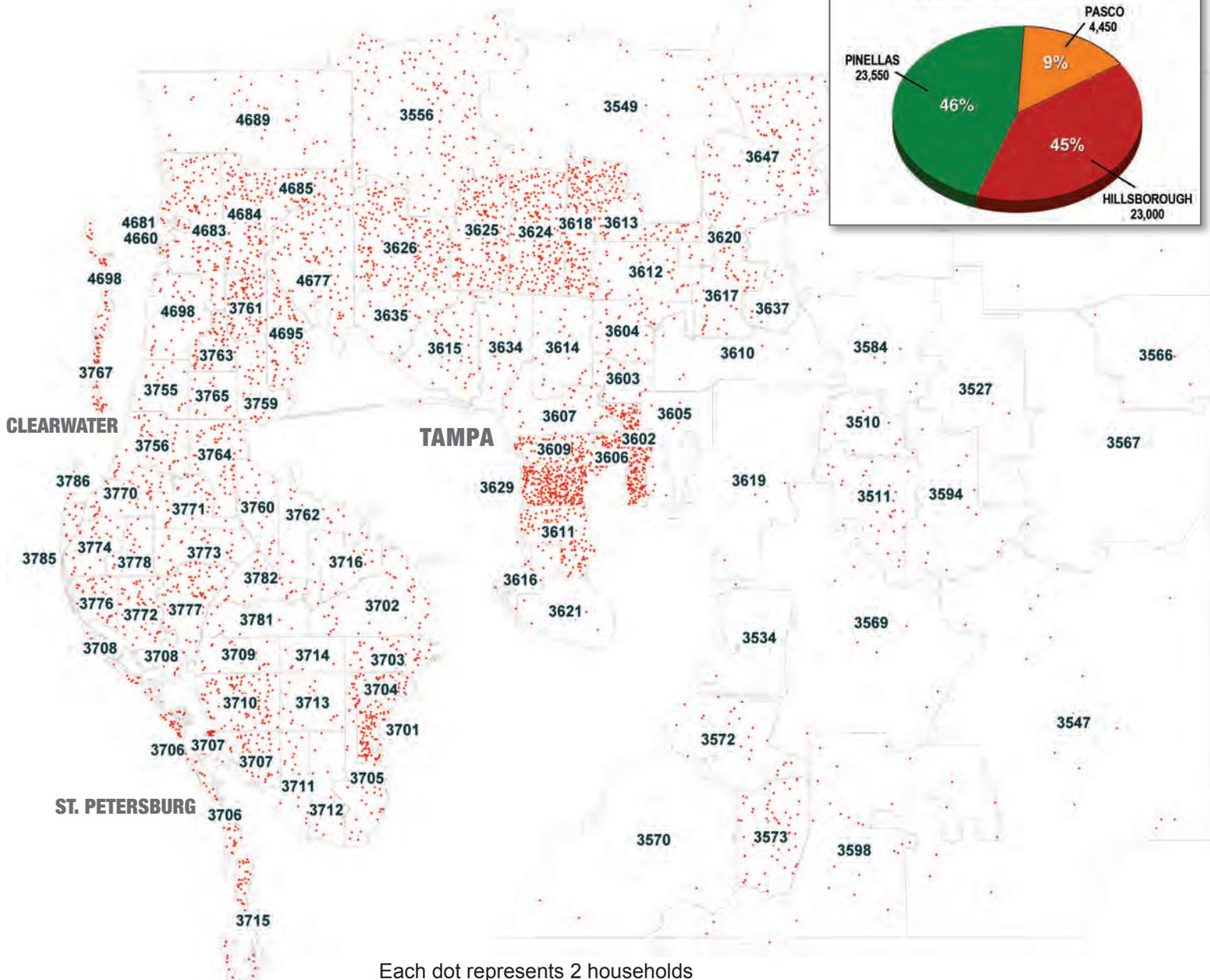
- 5 Jewish college campus organizations
- 1 regional nursing home
- 2 kosher assisted living facilities
- 1 Jewish-sponsored senior residence.

• 2 JEWISH COMMUNITY NEWSPAPERS:

Jewish Press
of Pinellas County

Jewish Press
of Tampa

PINELLAS AND HILLSBOROUGH COUNTIES HOUSEHOLDS MAILED THE JEWISH PRESS†

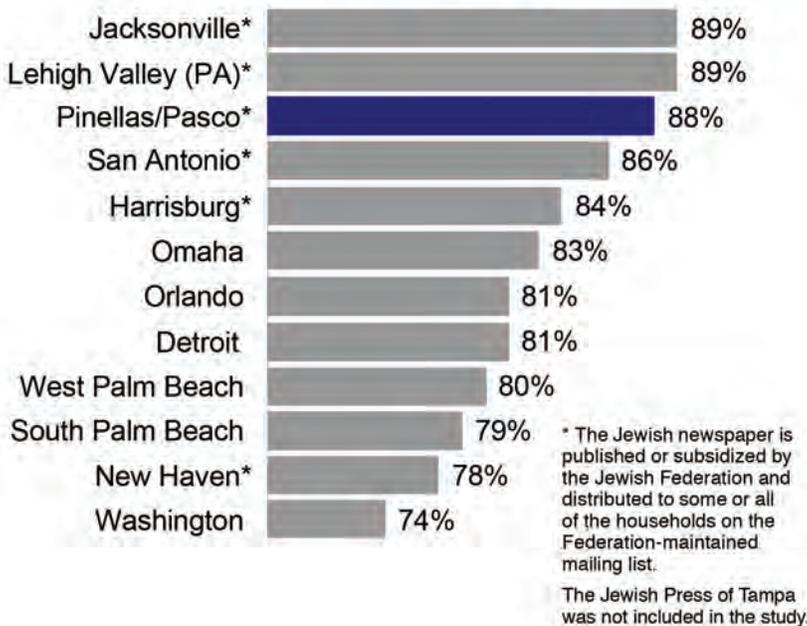


JEWISH PRESS FACTS

- ✓ The Jewish Press is delivered by mail 22 times a year to:
 - More than 4,400 households in Pinellas and Pasco Counties
 - More than 6,800 households in Tampa and surrounding communities in Hillsborough County
- ✓ 600 additional papers are delivered to synagogues, community centers and restaurants
- ✓ Combined, the Jewish Press of Pinellas County and Jewish Press of Tampa have the second largest circulation among Jewish newspapers in the state of Florida.

EXCELLENT PERCEPTIONS OF LOCAL JEWISH NEWSPAPERS[†]

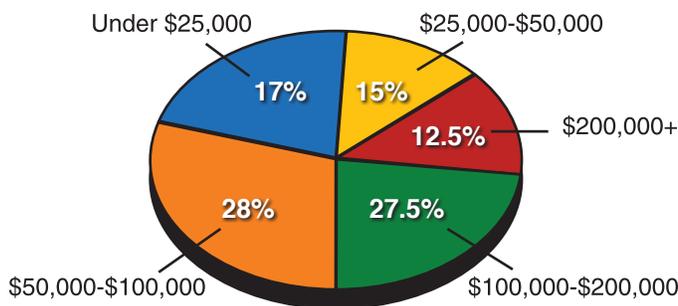
(Jewish Respondents Who Always/Usually/Sometimes Read Local Jewish Newspaper)



PROFILE OF JEWISH PRESS READERS

- have lived here for 20 years or more
- are over 50
- are female
- live in households that observe religious practices
- attend or are members of a Jewish organization/synagogue.
- are extremely emotionally attached to Israel

HOUSEHOLD INCOME JEWISH RESPONDENTS WHO ALWAYS/USUALLY READ THE JEWISH PRESS[†]



JEWISH PRESS 2018 AD CALENDAR

PUBLICATION RESERVATION DEADLINE

Jan. 12 - 25	Jan. 2
Jan. 26 - Feb. 8	Jan. 16
Feb. 9 - 22	Jan. 30

Feb. 23 - March 8 Feb. 13
Mazel Tov! Jewish Wedding Guide
 Wedding Guide Deadline - Feb. 13

March 9 - 22 Feb 27

March 23 - April 5 March 13
Passover edition (First Seder March 30)

April 6 - 19 March 27

April 20 - May 3 April 10

May 4 - 17 April 24

May 18 - June 14 May 8

June 15 - July 12 June 5

July 13 - Aug. 9 July 3

Aug. 10 - Aug. 23 July 31
Bar/Bat Mitzvah Planning Guide
 Bar/Bat Mitzvah Guide Deadline - July 25

Aug. 24 - Sept. 6 Reg. Section Aug. 14
High Holidays Edition I - (Erev RH Sept. 9)

Sept. 7 - Sept. 20 Aug. 28
High Holidays Edition II - (Erev RH Sept. 18)

Sept. 21 - Oct. 4 Sept. 10

Oct. 5 - 18 Sept. 24

Oct. 19 - Nov. 1 Oct. 9

Nov. 2 - 15 Oct. 23

Nov. 16 - Nov. 30 Nov. 6
Hanukkah Edition - First Night of Hanukkah Dec. 2

Dec. 1 - 13 Nov. 20

Dec. 14 - Jan. 11, 2019 Dec. 5

The print edition is targeted to be mailed on the bolded date and delivered no later than the publication's end date. The Jewish Press is mailed STANDARD CLASS, therefore there is no guarantee on delivery date, which may vary depending on the individual post office.

ADVERTISING RATES *(Black & White)*

OPEN COL. INCH RATE	ONE PAPER	COMBO
Single insertion	\$16.00	\$25.50
6 issues, each insertion	10% discount \$14.40	\$23.00
12 issues, each insertion	15% discount \$13.50	\$21.50
22 issues, each insertion	25% discount \$12.00	\$19.00

PAGE SECTIONS

EIGHTH PAGE RATE	ONE PAPER	COMBO
<i>Over 5% discount off open rate (Applies to ads 10-19 col. in.)</i>		
Single insertion	\$150	\$240
6 issues, each insertion	\$135	\$216
12 issues, each insertion	\$127	\$204
22 issues, each insertion	\$112	\$180

Dimension Options: 2 col. (4" w) x 5" (h) • 2½ col. (5" w) x 4" (h)

QUARTER PAGE RATE	ONE PAPER	COMBO
<i>Over 10% discount off open rate (Applies to ads 20-39 col. in.)</i>		
Single insertion	\$285	\$455
6 issues, each insertion	\$255	\$410
12 issues, each insertion	\$240	\$385
22 issues, each insertion	\$215	\$340

Dimension Options: 2 col. (4" w) x 10" (h) • 2½ col. (5" w) x 7.8" (h)
3 col. (6.08" w) x 6.5" (h) • 4 col. (8.16" w) x 5" (h)

HALF PAGE RATE	ONE PAPER	COMBO
<i>Over 20% discount off open rate (Applies to ads 40-79 col. in.)</i>		
Single insertion	\$510	\$815
6 issues, each insertion	\$460	\$735
12 issues, each insertion	\$430	\$685
22 issues, each insertion	\$385	\$615

Dimension Options: 2½ col. (5" w) x 16" (h) • 3½ col. (7" w) x 11.25" (h)
4 col. (8.16" w) x 10" (h) • 5 col. (10.25" w) x 8" (h)

FULL PAGE RATE	ONE PAPER	COMBO
<i>Over 30% discount off open rate</i>		
Single insertion	\$895	\$1,425
6 issues, each insertion	\$800	\$1,280
12 issues, each insertion	\$750	\$1,200
22 issues, each insertion	\$670	\$1,060

Dimension Options: 10.25" (w) x 16" (h) (special sections .25" shorter)

FRONT PAGE AD RATE	ONE PAPER	COMBO
	\$350	\$550

Ad includes: Four color process and same banner on front page of the website for that edition.

Dimensions: 10.25" (w) x 2" (h)

BUSINESS AND PROFESSIONAL DIRECTORY

Business cards are reproduced at their actual size in the Directory, and do not change during the contract run. Must be business cards, not display ads. No vertical business cards accepted.

BUSINESS CARD	ONE PAPER	COMBO
Single insertion	\$50.00	\$80.00
6 issues, each insertion	\$45.00	\$72.00
12 issues, each insertion	\$42.00	\$68.00
22 issues, each insertion	\$38.00	\$60.00

Dimensions: Actual Business Card, 3.5" (w) x 2" (h)

SAVE OVER 20%

by running "combo"
in both Pinellas and
Tampa editions

FOUR COLOR PROCESS:

OPEN COL. INCH RATE	ONE PAPER	COMBO
Single insertion	\$175	\$300
6 issues, each insertion	\$160	\$270
12 issues, each insertion	\$150	\$255
22 issues, each insertion	\$130	\$225

WEBSITE ADVERTISING

The Jewish Press maintains three websites:

www.jewishpresstampabay.com

which contains general information about our newspapers and is a portal to our individual publication websites:

www.jewishprespinellas.com

www.jewishpresstampa.com

Each web address receives an average of 6,000 views per month.

Print display ads are placed on the website of the publication(s) in which the ad appeared. The ads are rotated on most web pages, next to news stories. The ads also appear by category in an online advertising marketplace and advertiser index. Links to the advertiser's website and/or email are activated when a reader clicks on the ad.

Business & Professional Directory ads are placed in a special online advertising marketplace and advertiser index with active links to each business card's website and/or email.

**All advertisements automatically appear on the website
at no additional charge.**

CLASSIFIED ADVERTISING

The Jewish Press accepts only PRE-PAID classified ads. All ads must be submitted in writing. Classified ad rates are based on a single paper rate of \$10 for the first 15 words; 10 cents each additional word. The rate doubles to run in both papers.

DISPLAY CLASSIFIED: Boxed ads with varying size type, logos and photos are available at the open column inch rate. \$5 charge for each photo.

MECHANICAL SPECIFICATIONS

The Jewish Press is a 5-column tabloid-size newspaper. Pages are 10.25 inches (61.6 picas) wide by 16 inches tall. Display advertising is sold by the column inch. A column inch is 1.92 inches (11p6 picas) wide by 1-inch tall. There is .16-inch (1 pica) between columns.

Digital photos need to have a 300 dpi resolution. Camera-ready ads must be sent as a JPG, TIF, EPS (300 dpi) or PDF (high quality print). Color ads: CMYK (no spot colors).

Design services are complimentary, based on Jewish Press graphics and fonts.

SPECIAL DISCOUNTS

Non-profits - 10% discount
Synagogues - 15% discount
Prepay entire contract - 5% discount

Sample Ad Sizes

The ad sizes shown are SOME OF THE SIZES and corresponding rates available. NOT ALL AD SIZES ARE SHOWN.

Jewish Press of Pinellas County
Jewish Press of Tampa

2 col. x 2 in. (4" w x 2" h)

ONE PAPER

\$ 64.00 BASE RATE
\$ 57.60 6-ISSUE RATE
\$ 54.00 12-ISSUE RATE
\$ 48.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$102.00 BASE RATE
\$ 92.00 6-ISSUE RATE
\$ 86.00 12-ISSUE RATE
\$ 76.00 22-ISSUE RATE

2 col. x 3 in. (4" w x 3" h)

ONE PAPER

\$ 96.00 BASE RATE
\$ 86.40 6-ISSUE RATE
\$ 81.00 12-ISSUE RATE
\$ 72.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 153.00 BASE RATE
\$ 138.00 6-ISSUE RATE
\$ 129.00 12-ISSUE RATE
\$ 114.00 22-ISSUE RATE

1.5 col. x 4 in. (2.9" w x 4" h)

ONE PAPER

\$ 96.00 BASE RATE
\$ 86.40 6-ISSUE RATE
\$ 81.00 12-ISSUE RATE
\$ 72.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 153.00 BASE RATE
\$ 138.00 6-ISSUE RATE
\$ 129.00 12-ISSUE RATE
\$ 114.00 22-ISSUE RATE

EIGHTH PAGE

SAVE an additional 5% OFF open column inch rate.

Size Options: 4" w x 5" h, 5" w x 4" h

ONE PAPER

\$ 150.00 BASE RATE
\$ 135.00 6-ISSUE RATE
\$ 128.00 12-ISSUE RATE
\$ 112.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 240.00 BASE RATE
\$ 215.00 6-ISSUE RATE
\$ 204.00 12-ISSUE RATE
\$ 180.00 22-ISSUE RATE

HALF PAGE

SAVE an additional 20% OFF open column inch rate.

Size Options: 8.16" w x 10" h, 10.25" w x 8" h,
5" w x 16" h, 7" w x 11.25" h

ONE PAPER

\$ 510.00 BASE RATE
\$ 460.00 6-ISSUE RATE
\$ 435.00 12-ISSUE RATE
\$ 385.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 815.00 BASE RATE
\$ 735.00 6-ISSUE RATE
\$ 695.00 12-ISSUE RATE
\$ 615.00 22-ISSUE RATE

Sample Ad Sizes

The ad sizes shown are SOME OF THE SIZES and corresponding rates available. NOT ALL AD SIZES ARE SHOWN.

QUARTER PAGE *SAVE an additional 10% OFF open column inch rate*

Size Options: 4" w x 10" h, 5" w x 7.8" h, 6.08" w x 6.5" h, 8.16" w x 5" h

ONE PAPER

\$ 285.00 BASE RATE
\$ 255.00 (per insertion) 6-ISSUE RATE
\$ 240.00 (per insertion) 12-ISSUE RATE
\$ 215.00 (per insertion) 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 455.00 BASE RATE
\$ 410.00 6-ISSUE RATE
\$ 385.00 12-ISSUE RATE
\$ 340.00 22-ISSUE RATE

1 col. x 4 in. **(1.92" w x 4" h)**

ONE PAPER

\$ 64.00 BASE RATE
\$ 57.60 6-ISSUE RATE
\$ 54.00 12-ISSUE RATE
\$ 48.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$102.00 BASE RATE
\$ 92.00 6-ISSUE RATE
\$ 86.00 12-ISSUE RATE
\$ 76.00 22-ISSUE RATE

3 col. x 5 in. (6.12" w x 5" h) *SAVE an additional 5% OFF open column inch rate.*

ONE PAPER

\$ 225.00 BASE RATE
\$ 202.50 6-ISSUE RATE
\$ 190.50 12-ISSUE RATE
\$ 168.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 360.00 BASE RATE
\$ 324.00 6-ISSUE RATE
\$ 300.00 12-ISSUE RATE
\$ 270.00 22-ISSUE RATE

2 col. x 2.5 in. (4" w x 2.5" h)

ONE PAPER

\$ 80.00 BASE RATE
\$ 72.00 6-ISSUE RATE
\$ 67.50 12-ISSUE RATE
\$ 60.00 22-ISSUE RATE

BOTH PAPERS (COMBO)

\$ 127.50 BASE RATE
\$ 115.00 6-ISSUE RATE
\$ 107.50 12-ISSUE RATE
\$ 95.00 22-ISSUE RATE