

Shalom

the ONLY Jewish newspaper in Central Kentucky

Rates Sheet

The *Shalom* newspaper is distributed ten times per year to approximately 800 individuals within or connected to the Jewish community of Central Kentucky.

Shalom is the best way to reach the Jewish population in the area.

Additionally, with our new **online edition** and **interactive PDFs** of *Shalom*, our readership and passing web travelers will be able to **click through directly to your business** or organization presence online, or even contact you directly with a single click.

Ad Sizes and Rates

PDF/Print Version Only

Includes color and interactive links in PDF.

Full Page 8" x 10.5".....	\$250
Half Page Vertical 4" x 10.5".....	\$125
Half Page Horizontal 8" x 5.25".....	\$125
Quarter Page 4" x 5.25".....	\$75
Business Card 3.25" x 2".....	\$40

Online Only

Includes color and interactive links in online paper.

Banner 1200 x (up to) 375 pixels.....	\$100
2/3 Banner 800 x (up to) 375 pixels.....	\$60
Small Banner 600 x (up to) 375 pixels.....	\$45
1/3 Vertical 500 x (up to) 600 pixels.....	\$45

Online/PDF/Print Package

Includes color and interactive links in both PDF and online paper.

Banner 1200 x 375 pixels OR 8" x 2.5".....	\$125
Small Banner 600 x (up to) 375 pixels OR 4" x 2.5".....	\$55
1/3 Vertical 500 x (up to) 600 pixels OR 3.333" x 4".....	\$55

A contract must be signed prior to insertion of the first ad.
Prepaid contracts are discounted an additional 10%.

Deadlines

The deadline for submission of artwork is the 10th of the month preceding the month of publication. Double issues are June/July and December/January.

Submitting Artwork, Graphic Setup

All camera-ready ads must be provided as JPEG, GIF, TIFF, PNG, or PDF. **PNG files are now the preferred format**, however JPEGs are also acceptable if very high resolution images. Scanned images should be sized at a resolution between 150 ppi and 300 ppi at 100% of the size used in the file. Line art and ads with more text are best set at 300 ppi or higher at 100% of the file size. If your color profiles are specific, please provide both a CMYK and RGB version of your ad to accommodate print and online versions. **Graphic design services are available for a modest fee. Please call for information.**

Contact Information

Jewish Federation of the Bluegrass
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The Jewish Federation
OF THE BLUEGRASS

Office Hours

Mon.—Thurs. 9:00 a.m. to 5:00 p.m.
Friday 9:00 a.m. to 3:00 p.m.
Closed Saturday and Sunday