

JCC Connections Program Guide Advertising (Fall Edition)

As a member/partner benefit, you now have the opportunity to purchase an ad in JCC Connections, our **full-color** Magazine/Program Guide (Fall Edition – January 1 – April 30, 2020). This piece is mailed to all 2000 + members, plus 1000 San Diego newcomers, and is circulated to another 2000 JCC visitors and affiliates. We are pleased to offer you the ability to reach our very special targeted audience, while at the same time helping the JCC to offset the cost of our production. We are limiting our advertising space to no more than five total pages in the guide, which means space is very limited. So, if you are interested, please reserve space now. First come, first serve!

ADVERTISING RATES AND SIZES

Business Card \$300 size: 3 1/2" w x 2" h

1/4 page \$500 size: 3 1/2" w x 4 3/4" h

1/2 page \$800 size: 7 1/2" w x 4 3/4" h

full page \$1,500 size: 7 1/2" w x 10" h

full page back inside cover \$2,000 8 1/2" w x 11" h, w/ bleed 8 3/4" w x 11 1/4"

Ad Design is available for a fee for Advertisers needing assistance (see below).

* Must use program guide's "spot color" – which is yet to be determined.

For questions or to reserve space, please contact Dan Shapiro, Director of Marketing at: dans@lfjcc.org or (858) 362-1334 for additional information.

PRODUCTION SPECIFICATIONS

Camera Ready Ads:

Camera-ready ads must be submitted at the exact size indicated above. For the best quality ad all photos must be scanned at 300 dpi and no smaller than 100% with no compression. Black and white line art must be scanned at 600 dpi.

We accept files created in QuarkXpress, Illustrator and Photoshop. All graphics files and fonts must be included. Other acceptable formats include high resolution PDF, TIF and EPS.

Ad Submission (**due December 10 –this is a firm date**):

Please submit files via www.hightail.com if larger than 5MB. If 5MB or less, please email to: dans@lfjcc.org.

Ad Design / Non Camera Ready Ads:

Any design or production work required will be done at charge of \$100 per hour.

NOTES

1. Space is very limited, and the JCC has the right not to accept ads based on available space, content, nature of organization, etc.
2. Payment is required within 30 days of ad invoice.
3. For maximum benefit to you (and the JCC), we recommend that your ad states that you will donate a percentage of the "sale" to the JCC. This will provide incentive to JCC supporters to use your product/service and also will allow you to track the effectiveness of the ad.