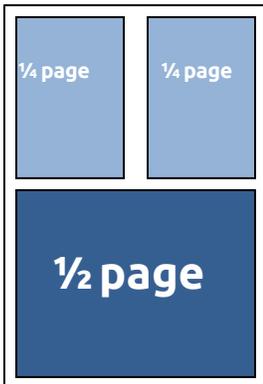


The Shofar Senior Newsletter Advertising Rates

The Shofar is highly targeted to **older adults, caregivers and family members** and is mailed to **2100 homes** each issue. It is also available onsite to all **JCC members and visitors** and can be viewed by more than **15,000 unique combined visitors each month on lfjcc.org and sdjc.org**. As a Shofar advertiser, you not only are you getting your message in front of a highly desirable audience, you are also helping the JCC to offset the cost of our production.

We are limiting our advertising space to no more than four pages of the guide, which means space is very limited. So, if you are interested, please reserve space now. First come, first served!

ADVERTISING RATES AND SIZES



	Full Year (6 Issues)	Half Year (3 Issues)
1/4 page (3 1/2" w x 4 3/4" h)	\$1000*	\$750
1/2 page (7 1/2" w x 4 3/4" h)	\$1500*	\$1000
Full page (7 1/2" w x 10" h)	\$2500*	\$1500

- **Nonprofit organizations may deduct 20% off rates when purchasing an annual contract.**
- *Publication Dates (May vary slightly): January 2, March 1, May 1, July 1, September 1 and November 1. Contracts can begin with any issue and run consecutively.*
- *Ad reservations and artwork are due 30 days prior to publication date.*
- *Ad design is available for a nominal fee for advertisers needing assistance (see below).**
- *Reservation will be made on a first come, first serve basis.*

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

PRODUCTION SPECIFICATIONS

- Camera-ready ads must be submitted at the exact size indicated above. For the best quality, 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 InDesign, Illustrator and Photoshop. All graphics files and fonts must be included. Other acceptable formats include high resolution PDF, TIF and EPS.
- Ad Design/Non Camera Ready Ads: Any design or production work required will be done at a charge of \$100 per hour.

NOTES

1. Space is limited, and the JCC may refuse ads based on available space, content, nature of organization, etc.
2. Payment is required upon receipt of order.
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.

