

2027 Advertising Rates & Contract

CONTACT INFORMATION (please print)

Company Name: _____

Contact Person: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Signature: _____ Date: _____

Payment:

- ☐ Check Enclosed (payable to Jewish Federation of the Berkshires)
☐ Please bill me

CHOOSE SIZE	DIMENSIONS (w x h)	1 ISSUE	3 ISSUES	10 ISSUES	NON-PROFIT
☐ Full Page	10 ¼" wide X 15 ¼" high	\$902	\$850	\$816	\$770
☐ Half Page	5" wide X 15 ¼" high (vertical) 10 ¼" wide X 7 ½" high (horizontal)	\$451	\$425	\$408	\$385
☐ 1/4 Page	5" wide X 7 ½" high (vertical) 10 ¼" wide X 3 ½" high (horizontal)	\$226	\$212	\$204	\$193
☐ 1/8 Page	1 7/8" wide X 10 ¼" high (vertical) 5" wide X 3 ¾" high (horizontal)	\$113	\$106	\$102	\$96
☐ Business Card	Standard business card 3.25" wide x 2" high	\$48	\$46	\$44	\$42

ADDITIONAL OPTIONS:

Prices above are per issue. Full color available for an additional \$325 per ad/per issue

Free Standing Insert (8 ½ X 11" standard): \$299 per page

RETURN SIGNED CONTRACT TO:

Jenny Greenfeld, Advertising Representative
 Berkshire Jewish Voice
 196 South Street, Pittsfield, MA 01201
 413-442-4360, ext. 13
 Fax to: 413-443-6070
 Email to: jgreenfeld@jewishberkshires.org



The advertiser is responsible for ensuring that files are prepared correctly. We are not responsible if it does not run properly. The Berkshire Jewish Voice reserves the right to refuse any advertising and shall not be liable for damage if for any reason it fails to publish an advertisement.

Berkshire JEWISH VOICE

A publication of the Jewish Federation of the Berkshires

2027 Advertising Media Kit

Who We Are

The Berkshire Jewish Voice is a free, non-profit newspaper published by the Jewish Federation of the Berkshires. It is the main information resource for the Berkshire Jewish Community with over 5000 readers*. 72% of copies are mailed directly to readers' homes with the remainder distributed at hi-traffic locations throughout the region.

Over 47% of readers are donors to the Jewish Federation's annual community campaign which raises funds to care for those in need and nurtures and sustains Jewish life in the Berkshires, in Israel and around the world.

Demographics*

The Berkshire Jewish community is an affluent, highly educated, culturally minded and philanthropic audience representing a mix of full-time residents and second homeowners in the Berkshires.

- Median age is 59
- 82.5% married
- 58% have a masters, doctoral or professional degree
- Median Household Income: \$100,000

BERKSHIRE JEWISH VOICE 2027 PUBLICATION SCHEDULE

Volume #35

Issue No.	Run Dates	Special Themes	Ad Deadline	Insert Deadline
1	January 1 – February 21	<i>Schools/Education</i>	December 9	December 14
2	February 22– April 4	<i>Home Improvement</i>	February 3	February 8
3	April 5 – May 9	<i>Passover (4/21)</i>	March 17	March 22
4	May 10 – June 20	<i>Entertainment</i>	April 20	April 26
5	June 21 – August 8 (includes Berkshire Jewish Summer)	<i>Real Estate/Home</i>	June 2	June 7
6	August 9 – September 19	<i>Food/Drink</i>	July 21	July 26
7	September 20 – October 24	<i>Rosh Hashanah (10/1)</i>	September 1	September 7
8	October 25 – November 28	<i>To your Health</i>	October 6	October 12
9	November 29 – December 31	<i>Chanukah (12/23)</i>	November 10	November 15

Advertising rates and contract attached

Preferred format is Adobe Acrobat PDF

Please send digital files via email to

Jenny Greenfeld at jgreenfeld@jewishberkshires.org



Jewish Federation
OF THE BERKSHIRES

For questions or to reserve advertising space:

Jenny Greenfeld, Advertising Representative

(413) 442-4360, ext. 13, jgreenfeld@jewishberkshires.org

*2008 Berkshire Community Study, Brandeis University, Steinhardt Social Research Institute