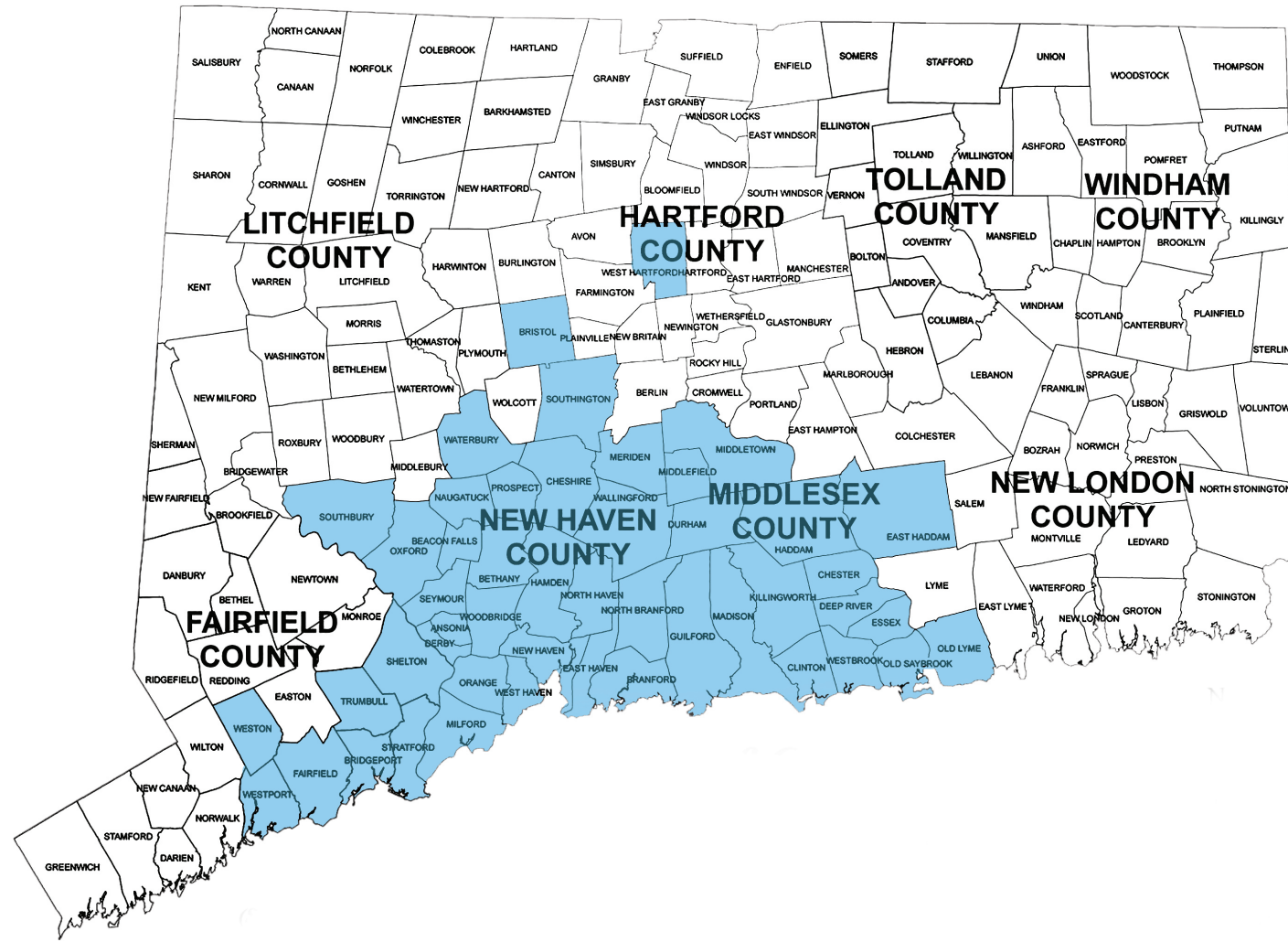


# NEWSPAPER MEDIA KIT 23/24

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# SHALOM

## NEW HAVEN

PUBLISHED BY THE  
**Jewish Federation**  
 OF GREATER NEW HAVEN

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**SHALOM NEW HAVEN** IS A FREE, non-profit, full color newspaper, jam-packed with features, news and photos from the local and world-wide Jewish community. It's the only local publication that reaches the entire Jewish community in Greater New Haven.



**SIGN UP TO ADVERTISE WITH IMPACT TODAY!**

# WHY ADVERTISE WITH US?

## WHY ADVERTISE WITH US?

*Shalom New Haven* is a full color publication that is mailed six times a year to almost 10,000 Jewish households in the Greater New Haven area.

More than 1,000 copies distributed to JCC, area synagogues, partner agencies and at high-traffic locations throughout the region yielding a readership of nearly 50,000.

## WE DELIVER A TARGETED AUDIENCE

The Greater New Haven Jewish community is an affluent, highly educated, cultural and philanthropically generous group of consumers.

- Median age 52
- 45.9% higher degrees - masters, doctoral or professional
- Median household income - \$104,000
- 89% report some philanthropic donation
- Second largest Jewish community in Connecticut

## WE DELIVER AN ACTIVE READERSHIP

*Shalom New Haven* readers enjoy participating in our community and culture.

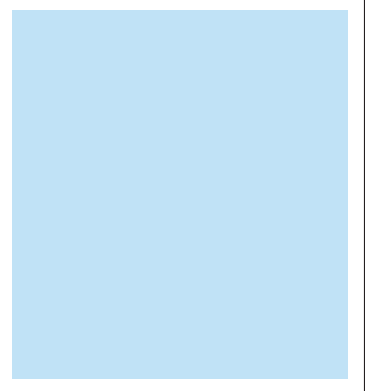

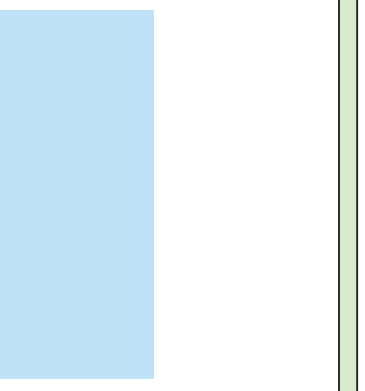

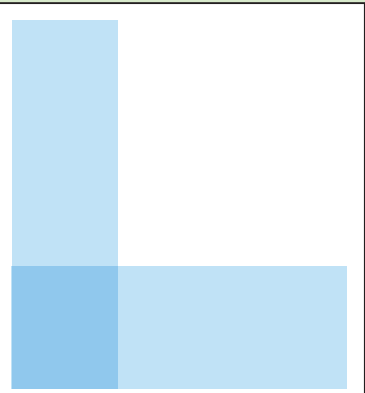
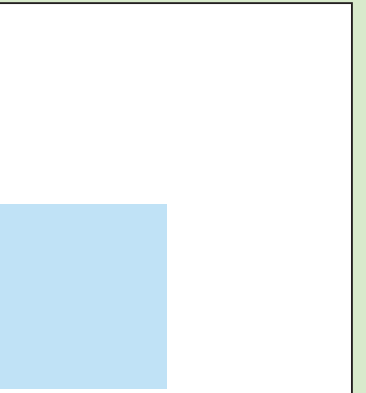

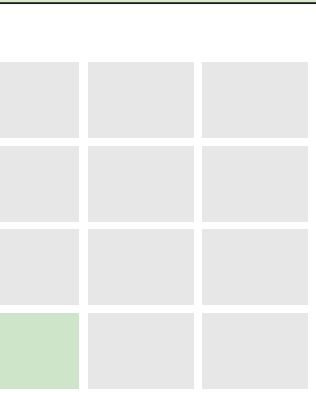
- Casual dining, fine food, wine and spirits
- Shopping for fashion, jewelry and home décor
- Entertaining friends and family
- Frequent travel
- Theater and performing arts events
- Visiting museums and galleries

## WE DELIVER COMMITTED READERSHIP

*Shalom New Haven* readers support local businesses, professional and personal services.

- Medical and dental
- Legal and financial
- Health and well-being
- Catering and entertaining
- Spas and salons

# AD SIZES & RATES

	<b>PREMIUM LOCATION</b> 		
<b>FULL PAGE \$1700</b> Size: 10.375"w x 11"h	<b>BACK COVER AD \$2200</b> Size: 10.375"w x 9.7"h	<b>2/3 PAGE VERTICAL \$1130</b> Size: 5.1875"w x 10.5"h	<b>1/2 PAGE HORIZONTAL \$850</b> Size: 10.375"w x 5.25"h
			
<b>1/3 PAGE \$565</b> Vertical: 3.412"w x 11"h Horizontal: 10.375"w x 3.5"h	<b>1/4 PAGE SQUARE \$450</b> Size: 5.1875"w x 5.5"h	<b>1/8 PAGE HORIZONTAL \$250</b> Size: 5.1875"w x 2.65"h	<b>SPECIAL POLITICAL GREETING AD: \$200</b> (Select Jewish Holidays) Size: 3.25"w x 2"h

# SPECIFICATIONS

Ads must be properly sized according to our ad size specifications. We will accept the following file formats: .jpg, .png, .pdf, .eps, .tif

- Files created in Adobe InDesign, Adobe Photoshop, Adobe Illustrator are acceptable. Convert your final artwork to a high resolution pdf with fonts outlined/ embedded and images linked.
- All files and images must be 300 dpi at 100% size.
- All colors /photos should be CMYK.
- Logos should be in vector format or line art at no less than 600 dpi.

NOT acceptable are QuarkXpress, CorelDraw, Microsoft Word, Powerpoint and Publisher files.

## DESIGN SERVICES:

Need a design for your ad? Let our design experts create one for you.

- **\$100/ FLAT RATE with 1 set of revisions.**
- **Each additional revisions: \$25 each.**

# PACKAGE RATES

**TIER 1 AGENCIES:**  
Receive a 50% discount

**OTHER NON-PROFIT ORGS.:**  
Receive a 25% discount

AD SIZE	PRICE	3 ISSUES FULL PRICE	3 ISSUES 10% DISCOUNT
Full Page	\$1,700	\$5,100	\$4,590
Back Cover	\$2,200	\$6,600	\$5,940
2/3 Page V	\$1,130	\$3,390	\$3,051
1/2 Page H	\$850	\$2,550	\$2,295
1/3 Page V or H	\$565	\$1,695	\$1,526
1/4 Page Square	\$450	\$1,350	\$1,215
1/8 Page H	\$250	\$750	\$675
Business Card	\$200	X	X

AD SIZE	PRICE	6 ISSUES FULL PRICE	6 ISSUES 15% DISCOUNT
Full Page	\$1,700	\$10,200	\$8,670
Back Cover	\$2,200	\$13,200	\$13,201
2/3 Page V	\$1,130	\$6,780	\$6,781
1/2 Page H	\$850	\$5,100	\$4,335
1/3 Page V or H	\$565	\$3,390	\$2,882
1/4 Page Square	\$450	\$2,700	\$2,295
1/8 Page H	\$250	\$1,500	\$1,275
Business Card	\$200	X	X

\*Tier 1 Agencies: Camp Laurelwood, Ezra Academy, Jewish Cemetery Association, Jewish Family Service, Jewish Historical Society of Greater New Haven, Southern Connecticut Hebrew Academy and The Towers at Tower Lane

Tear off this handy 'closing date reminder' to hang on your computer monitor, or use as a bookmark in your calendar or notebook! ➔

# CLOSING DATES

## 2024

### JANUARY/ FEBRUARY ISSUE

Camp, Health & Fitness, Tu B'shevat/Environmentalism

**DEADLINE**  
Tuesday, Nov. 28

### MARCH/ APRIL ISSUE

Purim/Passover, Inclusion

**DEADLINE**  
Monday, Jan. 29

### MAY/ JUNE ISSUE

Celebrations:  
Moms/Dads/Grads, Weddings, Bar/Bat Mitzvahs  
The Yoms, Shavuot

**DEADLINE**  
Thursday, March 28

### JULY/ AUGUST ISSUE

Seniors, Arts & Culture

**DEADLINE**  
Tuesday, May 28

### SEPTEMBER/ OCTOBER ISSUE

High Holidays, Education, Entertaining

**DEADLINE**  
Monday, July 29

### NOVEMBER/ DECEMBER ISSUE

Hanukkah, Gift Guide

**DEADLINE**  
Friday, Sept. 27

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## EDITORIAL:

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