

**Jewish Federation of the Lehigh Valley**  
 702 North 22nd Street  
 Allentown PA 18104  
 610.821.5500  
[www.jewishlehighvalley.org](http://www.jewishlehighvalley.org)

**Advertising**  
 Diane McKee 610.216.4884  
 1.866.493.5889 fax  
[hakolads@jflv.org](mailto:hakolads@jflv.org)

### SUPPORT AN IMPACTFUL NON-PROFIT

Reach a prime audience with your message

**HAKOL** newspaper, "The Voice" of the Lehigh Valley Jewish Community, publishing for over 45 years, is mailed into homes 11 times a year during the first week of the month from September to June; Summer issue arrives late July.

- Award winning comprehensive publication, HAKOL reaches about 4,000 Lehigh Valley families. Also available online at [www.jewishlehighvalley.org](http://www.jewishlehighvalley.org).
- Timely special community driven features and themes.
- Press releases and business highlights welcome. Request guidelines.
- Custom sponsorship opportunities available. Web, print, event, social. Ask about SHALOM Lehigh Valley, Maimonides Society and others.

### RESERVE AD SPACE BY:

- January 2025..... 12/6/24
  - Health & Wellness
- February 2025.....1/6/25
  - Family & Youth
- March 2025.....2/6/25
  - Women
- April 2025.....3/6/25
  - Passover
- May 2025.....4/7/25
  - Celebrate Israel
- June 2025.....5/6/25
  - Milestones/High School Grads
- Summer 2025.....6/20/25
  - Older Adults
- September 2025.....8/6/25
  - Rosh Hashanah
- October 2025.....9/8/25
  - Home in the Lehigh Valley
- November 2025.....10/6/25
  - Thanks and Giving
- December 2025.....11/6/25
  - Chanukah

### AD SIZES

<b>FULL PAGE</b> 10" w x 15.75" h	<b>HALF PAGE</b> 10" w x 7.844" h	<b>QUARTER PAGE</b> 10" w x 3.9" h	<b>QUARTER PAGE</b> 8" w x 4.875" h	<b>QUARTER PAGE</b> 6" w x 6.5" h	<b>QUARTER PAGE</b> 3.9" w x 10" h
<b>EIGHTH PAGE</b> 7.5" w x 2.5" h	<b>EIGHTH PAGE</b> 6" w x 3.125" h	<b>EIGHTH PAGE</b> 3.9" w x 4.8" h	<b>SMALL VERTICAL</b> 1.94" w x 8" h	<b>SMALL SQUARE</b> 3.9" w x 3.9" h	<b>B&amp;W Discount</b> Full page \$200 Half page \$100 Quarter page \$50 Eighth page \$25 or smaller  <b>Premium* Placement</b> Full page \$350 & up Half page \$200 & up  <small>*Limited premium locations subject to availability</small>

### AD RATES

SIZES	base rate	frequency discount rates*				
		1-2x	3-5x	6-8x	9-10x	11x
Full Page	\$1250	\$1092	\$1040	\$987	\$961	
Half Page	\$680	\$601	\$548	\$522	\$496	
Quarter Page	\$385	\$343	\$321	\$305	\$295	
Eighth Page	\$232	\$184	\$180	\$174	\$170	
Small Vertical/ Square	\$161	\$119	\$115	\$113	\$109	

All ads are full color unless request black & white (see discount). **Your logo on the front page** available as an issue sponsor. Ask for details.

**Payments are requested prior to publication.**

\*Discounts apply for consecutive and non-consecutive publication commitments over a twelve month contract period.

### SUBMISSION REQUIREMENTS

Ads may be submitted electronically as print ready correctly sized **grayscale/color** art to [hakolads@jflv.org](mailto:hakolads@jflv.org) by the **11th of the month** prior to publication (Summer issue by 6/26). Publication is printed on newsprint. Limited ad design services available with small fee. Please submit logo, images and ad content before the 1st of the prior month. Ad proof provided.

Print ready - High resolution, PC compatible files: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, .pdf, .eps, .jpg or .tif formats. Marks and bleeds are not needed. Submit files electronically, then please verify we have received your readable file if confirmation has not been received within 2 business days.

### FOR MORE INFORMATION

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