

ADVERTISING RATES

PUBLICATION AND CIRCULATION

The *Washtenaw Jewish News*, published 10 times yearly, is the most effective, cost-efficient way to reach and influence Washtenaw County's substantial Jewish Community. It is a free and independent newspaper and is direct mailed to over 3,400 local households and is distributed freely at many locations in Ann Arbor and nearby communities. Overall circulation is 5000.

PRODUCTION INFORMATION and MECHANICAL REQUIREMENTS

Web offset, tabloid size, 4 columns wide. Column width is 2³/₁₆" (14 picas) with 1 pica between columns. Copy area is 10¹/₄" wide x 13³/₄" deep.

Display rates are for camera-ready, paper stock art. Otherwise, all ads are subject to a \$12 initial set-up fee. Ads must have complete border.

ADDITIONAL SERVICES AVAILABLE

Ad production \$60/hour
Ad changes \$10 minimum
Photo work \$60/hour
Community photos FREE (if space)

GUARANTEED PLACEMENT

When available, 10% additional cost. It may not always be possible to meet requests for both color and special placement.

COLOR CHARGES

Color may be available for some issues. Color choice will be designated by the production manager.

Color charges per ad: 1/6 \$35
1/8 \$45
1/8+1/16 \$55
1/4 \$65
1/2 \$100
3/4 \$120
full \$140

standard ad sizes	size in picas (6 picas to an inch) (width x height)	approximate size in inches (width x height)	rate per issue		
			1-3 issues	4-7 issues	8-10 issues
full page	59 x 78	9 13/16 x 12 3/4	\$675	\$600	\$535
3/4 pg. vertical	44 x 78	7 5/16 x 12 3/4	\$524	\$464	\$403
3/4 pg. horizontal	59 x 58	9 13/16 x 9 5/8	\$524	\$464	\$403
1/2 pg. vertical	29 x 78	4 13/16 x 12 3/4	\$360	\$318	\$280
1/2 pg. horizontal	59 x 38 1/2	9 13/16 x 6 3/8	\$360	\$318	\$280
1/4 page	29 x 38 1/2	4 13/16 x 6 3/8	\$272	\$218	\$198
1/4 pg. vertical	14 x 78	2 5/16 x 12 3/4	\$272	\$218	\$198
1/8 + 1/16 pg. cube	29 x 28 1/2	4 13/16 x 4 11/16	\$218	\$185	\$165
1/8 pg. vertical	14 x 38 1/2	2 5/16 x 6 3/8	\$170	\$148	\$131
1/8 pg. horizontal	29 x 19	4 13/16 x 3 1/8	\$170	\$148	\$131
1/16 pg. vertical	14 x 19	2 5/16 x 3 1/8	\$88	\$83	\$73
1/16 pg. horizontal	29 x 9	4 13/16 x 1 1/2	\$88	\$83	\$73

TERMS

Statements rendered first of month following insertion and are net 30 days.

A 1 1/2 % per month delinquency charge (18% per annum) will be added to the statement.

The *WJN* shall not be responsible for errors except to cancel charge or such portion of advertisement as may have been rendered valueless by such error.

All advertising is subject to *WJN* approval. We reserve the right to reject advertisements objectionable in appearance, character, phraseology or for any other reason.

Frequency discounts to be used within a 12-month period. Substantial discounts given for 1/2 to full page size ads.

