PHILADELPHIA Jewish Exponent MEDIA KIT 2023

Reach over **50,000** *Jewish Adults in Philadelphia and surrounding suburbs with a mix of print and digital.*

jewishexponent.com

Print | Digital |

215-832-0700 ext. 2 | advertising@jewishexponent.com | jewishexponent.com
7605 Old York Road, Melrose Park, PA 19027

JE
PHILADELPHIA Jewish Exponent

CONTACT your JE sales consultant to schedule your advertising

OR

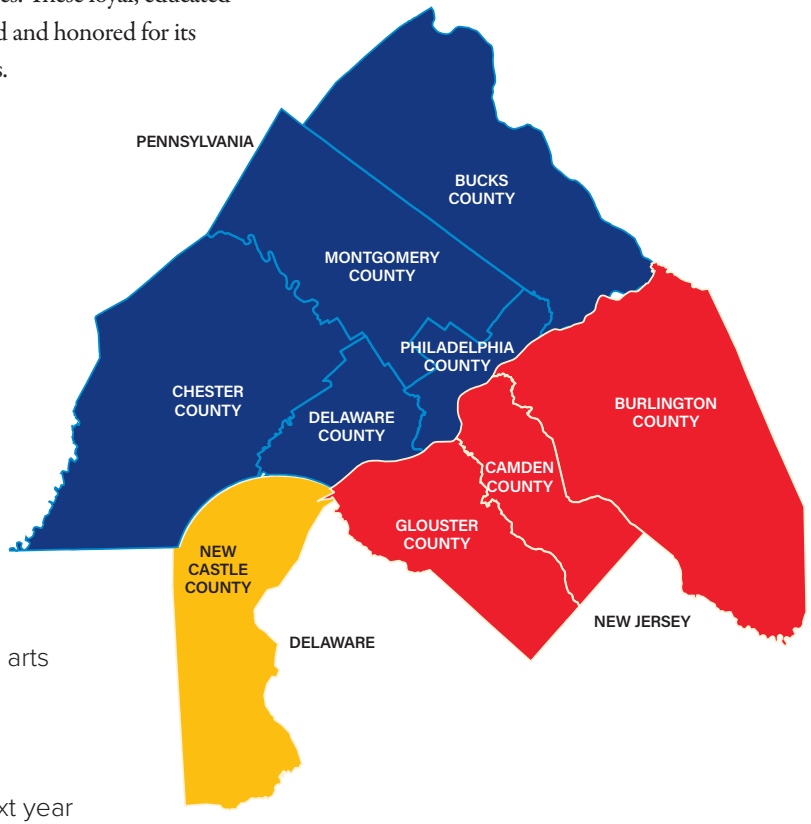
p 215-832-0700 ext. 2
jewishexponent.com
advertising@jewishexponent.com

Mid-Atlantic MEDIA

9200 Rumsey Road, Suite 215 | Columbia, MD 21045
410-902-2300, ext. 2 | midatlanticmedia.com

ABOUT THE MAGAZINE

Since 1887, generations of Jewish Philadelphians have relied on the *Philadelphia Jewish Exponent* for community, national and international news. Even as technology increases the options for getting the news, over 50,000 readers welcome the *Exponent* into their homes. These loyal, educated and discerning readers appreciate that the *Exponent* is still recognized and honored for its outstanding work by both Jewish and general journalism associations.
This is the medium and audience your brand deserves!



WE REACH THE AFFLUENT, SOPHISTICATED, JEWISH AUDIENCE

- *Exponent* readers have a $1.03 million average household net worth
- *Exponent* readers enjoy a $135,000 average household income
- 81% of *Exponent* readers own a home
- 63% of *Exponent* readers are married
- 90% of *Exponent* readers are college educated
- 86% of *Exponent* readers are planning on attending an arts or cultural event in the next year
- 81% of *Exponent* readers are planning on attending a Jewish event or program in the next year
- 82% of our readers will take a trip or vacation in the next year

Print | Digital |

2023 Calendar

	PUBLICATION DATE	SPACE RESERVATION DATE & MATERIALS DUE
JANUARY		
Senior Lifestyle	January 5	Thurs., Dec. 29, 2022
Dining/Food	January 12	Fri., Jan. 6
Home Services, Camps	January 19	Fri., Jan. 13
Ask The Expert, Healthy Living	January 26	Fri., Jan. 20
FEBRUARY		
Senior Lifestyle, ***Special Focus: Arts****	February 2	Fri., Jan. 27
Dining/Food	February 9	Fri., Feb. 3
Home Services, ***Camps***	February 16	Fri., Feb. 10
Ask The Expert, Healthy Living	February 23	Fri., Feb. 17
MARCH		
Senior Lifestyle, Purim	March 2	Fri., Feb. 24
Passover, ***Dining/Food***	March 9	Fri., Mar. 3
Passover, ***Camps***, ***Home Services***	March 16	Fri., Mar. 10
Passover Palate, ***Ask The Expert***	March 23	Fri., Mar. 17
Passover, Healthy Living, Spring Mazel Tov!	March 30	Fri., Mar. 24
APRIL		
Senior Lifestyle	April 6	Fri., March 31
Dining/Food	April 13	Wed., April 5
Yom Ha'atzmaut (Israel's 75th Birthday), ***Home Services***, Autism Awareness	April 20	Fri., April 14
Healthy Living, ***Ask The Expert***	April 27	Fri., April 21
MAY		
The Good Life**	May 4	Thurs., April 13
Senior Lifestyle	May 4	Fri., April 28
Dining/Food	May 11	Fri., May 5
Home Services	May 18	Fri., May 12
Wonderful Weddings, Ask The Expert, Healthy Living	May 25	Fri., May 19
JUNE		
Senior Lifestyle, ***Confirmations****	June 1	Thurs., May 25
Dining/Food	June 8	Fri., June 2
This Summer**	June 15	Fri., May 26
Home Services	June 15	Fri., June 9
Ask The Expert	June 22	Fri., June 16
Healthy Living	June 29	Fri., June 23

***Premier Advertising** **Pullout Section**

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	PUBLICATION DATE	SPACE RESERVATION DATE & MATERIALS DUE
JULY		
Senior Lifestyle	July 6	Thurs. June 30
Dining/Food	July 13	Fri., July 7
Home Services	July 20	Fri., July 14
Ask The Expert, Healthy Living	July 27	Fri., July 21
The Guide to Jewish Philadelphia**	July 27	Fri., May 26
AUGUST		
Senior Lifestyle	August 3	Fri., July 28
Dining/Food	August 10	Fri., Aug. 4
Home Services	August 17	Fri., Aug. 11
Ask The Expert, Healthy Living	August 24	Fri., Aug. 18
Rosh Hashanah	August 31	Fri., Aug. 25
SEPTEMBER		
Rosh Hashanah, Senior Lifestyle	September 7	Fri., Sept. 1
Rosh Hashanah, ***Dining/Food***	September 14	Fri., Sept. 8
Yom Kippur, ***Home Services, Private Schools and Open Houses****	September 21	Fri., Sept. 15
Healthy Living, ***Ask The Expert***	September 28	Thurs., Sept. 21
OCTOBER		
Senior Lifestyle, Breast Cancer Awareness, ***Private Schools and Open Houses****	October 5	Fri., Sept. 29
Dining/Food	October 12	Fri., Oct. 6
Fall Mazel Tov!*, Home Services	October 19	Fri., Oct. 13
Best of Jewish Philadelphia, ***Camp/School***, ***Ask The Expert***, Healthy Living	October 26	Fri., Oct. 20
NOVEMBER		
Senior Lifestyle	November 2	Fri., Oct. 27
Dining/Food	November 9	Fri., Nov. 3
Wonderful Weddings, ***Home Services***	November 16	Fri., Nov. 10
Healthy Living, Chanukah	November 23	Thurs., Nov. 16
Winter Holiday Magazine**	November 23	Fri., Nov. 3
Chanukah Gift, ***Ask The Expert***	November 30	Fri., Nov. 24
DECEMBER		
Senior Lifestyle, Charitable Giving, Chanukah	December 7	Fri., Dec. 1
Camp & School Guide, ***Dining/Food***	December 14	Fri., Dec. 8
Home Services,* The Good Life*	December 14	Fri., Dec. 1
New Year's Eve Celebrations*, Ask The Expert	December 21	Fri., Dec. 15
Healthy Living	December 28	Thurs., Dec. 21

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JE
PHILADELPHIA Jewish Exponent

Print & Digital Magazine

ROP ADVERTISING rates

Rates effective January 1, 2023

Reach an affluent audience of 50,000 engaged readers with JE's print & digital magazine.

Exponent ROP Ad Sizes	Dimentions	Open	6	13	26	52
Full Page	10" × 11.325"	$3,300	$3,180	$3,030	$2,850	$2,670
1/2 Horizontal	10" × 5.55"	$1,739	$1,679	$1,604	$1,514	$1,424
1/2 Vertical	4.9" × 11.325"	$1,739	$1,679	$1,604	$1,514	$1,424
3/4 Vertical	7.45" × 11.325"	$2,045	$1,973	$1,883	$1,775	$1,667
1/3 Horizontal	7.45" × 5.55"	$1,399	$1,351	$1,291	$1,219	$1,147
1/3 Vertical	4.9" × 7.45"	$1,399	$1,351	$1,291	$1,219	$1,147
1/4 Vertical	4.9" × 5.55"	$742	$718	$688	$652	$616
1/8 Horizontal	4.9" × 2.7"	$380	$368	$353	$335	$317
1/8 Vertical	2.375" × 5.55"	$380	$368	$353	$335	$317
1/16 Vertical	2.375" × 2.7"	$129	$125	$120	$114	$108
Double Truck	21" × 11.325"	$6,000				

**All prices are per ad insertion.*

GUARANTEED POSITION

20% additional cost for specific pages and adjacencies.

PUBLICATION DATE

Every Thursday.

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ADVERTISING DEADLINES

ROP space orders - 12:00 Noon Friday.
ROP proof ads - material due - 12:00 Noon Friday.
ROP premium position materials due - 1:00 PM Monday.
ROP ads - no proof - materials due - 1:00 PM Monday.
ROP camera ready ads - materials due - 1:00 PM Monday.
For other deadlines, contact your Jewish Exponent account executive.

TERMS

Net 30 days. In the event of non-payment, collection or legal action by Mid-Atlantic Media Media to collect the balance due, the advertiser will pay any fees incurred, including but not limited to, attorney fees and court costs. Mid-Atlantic Media reserves the right to revise or reject any advertisement deemed objectionable by the Publisher in subject matter, composition, or to classify any advertisement. Furthermore, the Publisher shall not be responsible or liable for delay or failure in performance in the event that publication and/or distribution of any publication is suspended for any reason. Cancellation Policy: In the event that the advertiser breaches the contract, the charge for the space used shall be the rate in effect on the date stated on the customer aggreement form.

CONDITIONS

The Jewish Exponent shall not be liable for its failure for any cause to insert an advertisement. The Jewish Exponent reserves the right to revise, reject or edit any advertisement. All positions will be at the publisher's option and in no event will refunds, adjustments or reinstatements be made because of the position and/or section in which the advertisement has been published. Advertisements that are set and not used will be charged to the advertiser. In the event the advertiser fails to pay any amount due for advertising, the Jewish Exponent shall have the right to recover from the advertiser, in addition to the amount due, reasonable costs of collection, including attorney's fees and costs of litigation, and interest on the unpaid balance. Rates may change without notice.

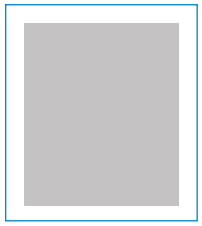
PRINTING SPECIFICATIONS

Mid-Atlantic Media uses InDesign CC 2020 for Macintosh computers to produce ads. Please supply ads on CDs/DVDs, via email or FTP. Use "Package" under the InDesign "File" Menu or other pre-flight software to gather all items used in the ad. Include all fonts used in the ad — both printer and screen fonts. Images used in ads must have effective resolutions of at least 300 dpi. All files should be CMYK color format. We cannot accept veloxes or film.

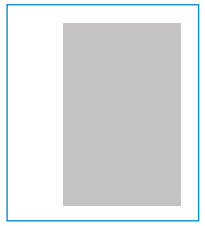
Ads can be accepted as high resolution, press-optimized PDFs. Ads supplied to Mid-Atlantic Media in PC formats, other than InDesign, may not be able to be pre-flighted in-house. Mid-Atlantic Media cannot guarantee final quality of these ads.

All four color ads should be supplied with a color proof.

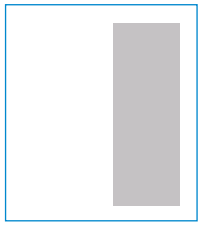
Ad materials may be sent to advertising@jewishexponent.com



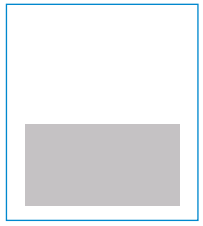
Full Page
10" x 11.325"



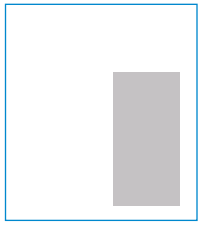
3/4 Vertical
7.45" x 11.325"



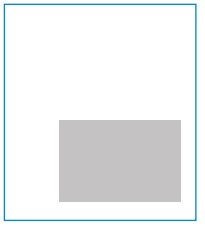
1/2 Vertical
4.9" x 11.325"



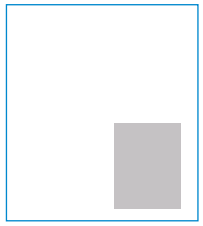
1/2 Horizontal
10" x 5.55"



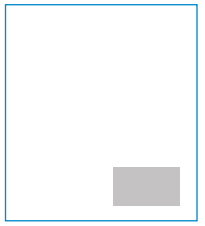
1/3 Vertical
4.9" x 7.45"



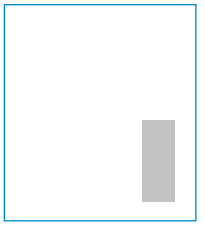
1/3 Horizontal
7.45" x 5.55"



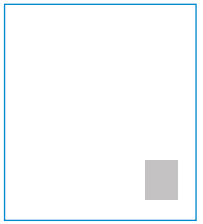
1/4 Vertical
4.9" x 5.55"



1/8 Horizontal
4.9" x 2.7"



1/8 Vertical
2.375" x 5.55"



1/16 Vertical
2.375" x 2.7"

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CLASSIFIED ADVERTISING rates

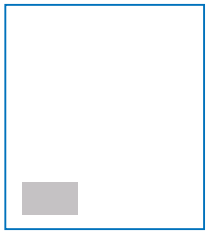
Rates effective January 1, 2023

Reach an affluent audience of 50,000 engaged readers with JE's print & digital magazine.

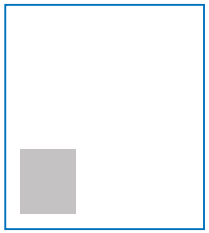
ADVERTISING RATES & SPECIFICATIONS

AVAILABLE AD SIZES	SPECIFICATIONS	ADD COLOR	52 WEEKS	26 WEEKS	13 WEEKS	6 WEEKS
Small	3.22" x 1.65"	$20	$55	$60	$65	$70
Medium	3.22" x 3.22"	20	95	108	115	130
Large	3.22" x 5.25"	20	150	165	175	199
1/2 Page Horizontal	10" x 5.25"	20	750	850	950	1,050
Obit Banner	10" x 1.75"	20	275	300	325	350

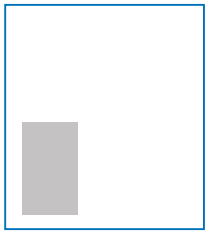
**All prices are per ad insertion.* Rates Include Digital Magazine



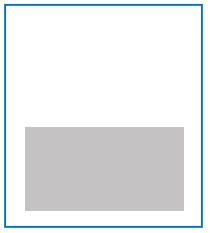
Small



Medium



Large



1/2 Horizontal
10" x 5.25"

Obit Banner
10" x 1.75"

LINE ADVERTISING RATES

Classified: $30 for 3 lines, $7 each additional line, extra charges for border, bold words, underlined words
Estate Notices: $79 per notice (must run 3x)
Legal Notices: $25 for 4 lines, $6.00 per line thereafter
Trust Notices: $105
Death Notices: $105.00 for the first 2", $100 per every additional 2", additional $75 for a photo
Personal Ads: $40

PUBLICATION DATE

Every Thursday.

DEADLINES

Classified line ads space orders and materials – 12:00 PM Monday.
Death Notices ads space and materials – 12:00 PM Friday.

For more information, contact a Jewish Exponent classified account executive at 215-832-0749 or email advertising@jewishexponent.com.

CONDITIONS

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TERMS

Unless credit is established, all advertising is on a pre-paid basis.

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DIGITAL ADVERTISING rates

Rates effective January 1, 2023

ONLINE ADVERTISING

JT WEBSITE ADS

LEADERBOARD
(994 × 100 pixels)

1 MONTH	$479
3 MONTHS	1,149

HOME PAGE - BOTTOM BANNER
(728 × 90 pixels)

1 MONTH	$379
3 MONTHS	979

RECTANGLE
(300 × 250 pixels)

1 MONTH	$349
3 MONTHS	949

SPONSORED CONTENT

1 MONTH	$450

IN-ARTICLE ADVERTISING
(468 × 60)

1 WEEK	$750
4 WEEKS	600
12 WEEKS	450
26 WEEKS	300
52 WEEKS	150

Not available in the Opinion section.

PROGRAMMATIC AUDIENCE EXTENSION

★ GOOD — 50,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location
Keyword retargeting • Geo-fencing of up to 2 locations
Publisher site retargeting — **$600 per month**

★★ BETTER — 75,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location
Keyword retargeting • Geo-fencing of up to 4 locations
Publisher site retargeting — **$900 per month**

★★★ BEST — 100,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 10 miles of your location
Keyword retargeting • Geo-fencing of up to 5 locations
Publisher site retargeting • Advertiser site retargeting *(requires pixel placement)* — **$1,200 per month**

AD SIZES

320×50 300×50 300×250 728×90 160×600

**For a single business location only.*

***Client supplies five keywords for us to build from.*

****Geo-fencing can be competitor locations and/or ideal audience locations (parks, shopping centers, etc.)*

*****Three-month campaign minimum*

EMAIL ADVERTISING

ELETTER
(600 × 90 pixels)

TOP BANNER	$299
BOTTOM BANNER	249

EVERY WEEK: TUESDAY POLL, THURSDAY eNEWSLETTER, FRIDAY OBITS

EBLAST*

$599

PREMIUM EBLAST*

$750

Description: 30,000 targeted Philadelphia JE audience emails.

SOCIAL MEDIA ADVERTISING

SOCIAL MEDIA

FACEBOOK	$250/POST
INSTAGRAM	$250/POST

** (Width should not exceed 600 pixels wide or 1700 pixels in length)*

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Philadelphia Jewish Exponent

Digital Marketing

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advertising@jewishexponent.com

DIGITAL MARKETING

Solutions optimized for your business needs

In today's competitive world, a business' success doesn't happen by chance. You need a game plan that thinks three steps ahead. So how do you get there? With a thorough check of your brand, along with an awareness of customer habits and the best selection of business marketing solutions to reach your target, we will build an integrated marketing strategy to maximize your competitive advantages and stay within budget.

EBLAST PLUS

You know who your target consumer is. Target them more effectively with Eblasts to custom audience by parameters YOU define. Choose how many people you want to reach, then choose your geography and filter by income, demographics, and even interests!

>>$900 for up to 30,000 emails; $30 per 1,000 for additional emails

PROGRAMMATIC DISPLAY ADVERTISING

Everywhere we go on the internet we see ads. Whether we are checking our weather apps, reading news, watching videos, or playing games on our mobile devices, ads are shown. With Programmatic ads, we focus on reaching your ideal audience no matter where they are online.

AVAILABLE TACTICS CAN INCLUDE:

KEYWORD RETARGETING — By using a custom-built keywords list based on your audience, serve your ads to people who have been online searching for similar products and services.

GEO-FENCING — We create a virtual boundary around a specific location and serve ads to people in that area. Competitor locations, areas of interest, specific neighborhoods, parks, and more.

SITE RETARGETING — Serve your ads to people who have previously visited your website. This unique audience is curated after a pixel is added to the site.

AUDIENCE CURATION — Use publicly available data to serve ads at the household level to your ideal audience. Start with location and layer in any number of factors including: Age, gender, languages spoken, children present of a certain age, income, credit, interests, military service, and more.

It's all about getting the right message to the right person at the right time. Let's build your custom campaign today.

PROGRAMMATIC + PAID SOCIAL PACKAGING OPTIONS

PRESENT	COMPETITIVE	DOMINANT
50,000 programmatic	75,000 programmatic	125,000 programmatic
14,000-18,000 paid social	26,000-33,000 paid social	46,000-60,000 paid social
$900 per month	**$1,475 per month**	**$2,575 per month**

PROGRAMMATIC + EBLAST PLUS PACKAGING OPTIONS (3 MONTH PROGRAM)

PRESENT	COMPETITIVE	DOMINANT
50,000 programmatic impressions per month + 1 eBlast to up to 30,000 emails	100,000 programmatic impressions per month + 1 eBlast to up to 30,000 emails	150,000 programmatic impressions per month + 2 eBlasts to up to 30,000 emails
$2,400 / $800 per month	**$3,900 / $1,300 per month**	**$6,000 / $2,000 per month**

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