

ROP DISPLAY ADVERTISING RATE CARD

Rates effective January 1, 2009

FOUR COLUMN FORMAT

Available Ad Sizes		Consecutive Weeks				Open Rate
		52 weeks	26 weeks	16 weeks	8 weeks	
4 columns						
Premium Positions	9 1/8" x 11 1/8" <i>(All glossy cover positions)</i>	\$1524	\$1801	\$2160	\$2599	\$3125
Full Page	9 1/8" x 11 1/8"	\$1170	\$1390	\$1655	\$2000	\$2395
3/4 Horizontal	9 1/8" x 8 1/4"	920	1075	1270	1430	1855
1/2 Horizontal	9 1/8" x 5 1/2"	680	795	930	1060	1240
1/4 Horizontal	9 1/8" x 2 3/4"	340	395	480	530	620
3 columns						
3/4 Vertical	6 3/4" x 11 1/8"	920	1075	1270	1430	1855
2/3 Vertical	6 3/4" x 8 1/4"	765	890	1055	1180	1385
1/3 Horizontal	6 3/4" x 5 1/2"	520	590	710	795	930
1/5 Horizontal	6 3/4" x 2 3/4"	260	310	355	400	470
2 columns						
1/2 Vertical	4 1/2" x 11 1/8"	680	795	930	1060	1240
1/3 Vertical	4 1/2" x 8 1/4"	520	590	710	795	930
1/4 Vertical	4 1/2" x 5 1/2"	340	395	480	530	620
1/8 Horizontal	4 1/2" x 2 3/4"	175	200	230	265	325
1 column						
1/4 Vertical	2 1/8" x 11 1/8"	340	395	480	530	620
1/8 Vertical	2 1/8" x 5 1/2"	175	200	230	265	325
1/16 Vertical	2 1/8" x 2 3/4"	95	110	125	145	165

Ads are sold only in modular units above.
 Minimum ad size is 3 inches.

GUARANTEED POSITION

20% additional cost pages 6-13 and specific adjacencies.
 Deadline: 5 p.m. Monday of publication week.

COLOR PREMIUM

Four Color \$250

**Contact your BALTIMORE JEWISH TIMES
 sales consultant or 410.752.3504
 to schedule your advertising.**

Please submit ad materials to
ads@jewishtimes.com

DIMENSIONS

Full page live copy area: 9 1/8" x 11 1/8"
 Full page trim size: 10 1/8" x 12"
 Full page bleed size: 10 3/8" x 12 1/4"
 There are 44.5 inches on an ROP page; 66.75 inches on a classified page.

ADVERTISING DEADLINES

Real estate proof ads - materials due - 12:00 Noon Monday.
 Real estate premium position materials due - 5:00 PM Monday.
 Real estate ads - no proof - materials due - 5:00 PM Tuesday.
 Real estate camera ready ads - materials due - 5:00 PM Tuesday.
 Real estate space orders - 5:00 PM Tuesday.
 R.O.P. proof ads - material due - 12:00 Noon Monday.
 R.O.P. premium position materials due - 5:00 PM Monday.
 R.O.P. ads - no proof - materials due - 5:00 PM Tuesday.
 R.O.P. camera ready ads - materials due - 5:00 PM Tuesday.
 R.O.P. space orders - 5:00 PM Tuesday.

For other deadlines, contact your Baltimore Jewish Times account executive.

ADVERTISING REQUIREMENTS

See the Preparing Files Spec Sheet.

REVERSES

Advertisements with more than 40% black areas: 30% additional cost. No reverse ads are permitted in our wedding, engagement or classified sections. There is no agency commission on the surcharge for reverse ads.

AGENCY COMMISSION

15% on 9 inches rop or more or 12 inches classified for recognized full service agencies. Copy must be camera ready. All advertising is billed net.

TERMS

Net 30 days. All advertising is billed at the open rate without signed contract. Consecutive rate discounts earned are rebated at the end of the consecutive-week period listed. No rebates granted for accounts over 90 days in arrears.

CONDITIONS

The Baltimore Jewish Times shall not be liable for its failure for any cause to insert an advertisement. The Baltimore Jewish Times 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 Baltimore Jewish Times 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.

PUBLICATION DATE

Every Friday since 1919.

CONTACT

Phone 410-752-3504
 Fax 443-451-6025
 jewishtimes.com
 Please submit ad materials to ads@jewishtimes.com

CLASSIFIED & REAL ESTATE DISPLAY ADVERTISING

Advertising in the Amazing Marketplace section has a six column format.

Column depth is 11 1/8" inches.

Classified display advertising available in 1/2" increments.

Minimum ad size: 3"

WIDTHS

2 columns	2 7/8"
3 columns	4 1/2"
4 columns	6"
5 columns	7 1/2"
6 columns	9 1/8"

RATES

	Ads 5" or larger	Ads less than 5"
Open Rate	\$43.35	\$53.15
8 consecutive weeks	35.85	41.20
16 consecutive weeks	28.00	33.20
26 consecutive weeks	24.60	26.40
52 consecutive weeks	17.50	20.00

SPECIAL FULL PAGE RATES

Open Rate (1-7 weeks)	\$2400
8 consecutive weeks	1990
16 consecutive weeks	1675
26 consecutive weeks	1395
52 consecutive weeks	1035

All classified ads will be included on the Baltimore Jewish Times website, www.jewishtimes.com. A fee of \$1 for line ads and display ads less than 3"; \$2 for ads larger than 3" will be added to the base advertising charge.

REAL ESTATE

All real estate ads must run in the real estate section. Real estate production questions should be directed to realestateads@jewishtimes.com.

LINE ADVERTISING RATES

\$17.00 minimum charge for 10 words or less. Each additional word is \$1.50 per word. Price includes your listing on www.jewishtimes.com. Borders and bold type are available at an additional charge. All ads are on a pre-paid basis.

ADVERTISING DEADLINES

Classified line ads – materials due – 12:00 PM Monday.

Classified line ads space orders – 12:00 PM Monday.

Classified display proof ads –materials due – 3:00 PM Tuesday.

Classified display ads - no proof - materials due - 5:00 PM Tuesday.

Classified display ads space orders – 5:00 PM Tuesday.

For more information, contact a Baltimore Jewish Times classified account executive at 410-244-0167.



1040 Park Avenue, Suite 200 • Baltimore, MD 21201
 410.752.3504 • alteryourview.com

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