

# BALTIMORE JewishTimes

## ROP DISPLAY ADVERTISING RATE CARD

Rates effective September 1, 2007

### FOUR COLUMN FORMAT

Available Ad Sizes	Consecutive Weeks				Open Rate
	52 weeks	26 weeks	16 weeks	8 weeks	
<b>4 columns</b>					
Premium Positions 9½" x 11½"	\$1524	\$1801	\$2160	\$2599	\$3125
<i>(All glossy cover positions)</i>					
Full Page 9½" x 11½"	\$1170	\$1390	\$1655	\$2000	\$2395
3/4 Horizontal 9½" x 8¼"	920	1045	1235	1390	1800
1/2 Horizontal 9½" x 5½"	680	770	905	1030	1205
1/4 Horizontal 9½" x 2¾"	340	385	465	515	600
<b>3 columns</b>					
3/4 Vertical 6¾" x 11½"	920	1045	1235	1390	1800
2/3 Vertical 6¾" x 8¼"	765	865	1025	1145	1345
1/3 Horizontal 6¾" x 5½"	520	575	690	770	900
1/5 Horizontal 6¾" x 2¾"	260	300	345	390	455
<b>2 columns</b>					
1/2 Vertical 4½" x 11½"	680	770	905	1030	1205
1/3 Vertical 4½" x 8¼"	520	575	690	770	900
1/4 Vertical 4½" x 5½"	340	385	465	515	600
1/8 Horizontal 4½" x 2¾"	175	195	225	255	315
<b>1 column</b>					
1/4 Vertical 2½" x 11½"	340	385	465	515	600
1/8 Vertical 2½" x 5½"	175	195	225	255	315
1/16 Vertical 2½" x 2¾"	95	105	120	140	160

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

Full Color . . . . . \$400  
Spot Color . . . . . \$300

**DIMENSIONS**

Full page live copy area: . . . . . 9 1/2" x 11 1/2"  
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.

**ANY QUESTIONS?**

Call 410-752-3504.

**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 1/8"
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 . . . . .	\$42.10	\$51.60
8 consecutive weeks . . . . .	34.80	40.00
16 consecutive weeks . . . . .	27.20	32.25
26 consecutive weeks . . . . .	23.85	25.65
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](http://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](mailto:realestateads@jewishtimes.com).

**LINE ADVERTISING RATES**

\$16.00 minimum charge for 10 words or less. Each additional word is \$1.50 per word. Price includes your listing on [www.jewishtimes.com](http://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 – 5:00 PM Monday.  
Classified line ads space orders – 5:00 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.

