

2017 media kit



Celebrating 85 years of educating the MD, DC and VA Jewish community. The Simon Rockower multi-award winning WJW publishes every week, more than 55,000 pairs of eyeballs turn to the *Washington Jewish Week's* print pages and website for the news that matters. With the latest in news analysis, political profiles, engaging commentary, entertainment features, health reports and business insights, WJW's integrated media properties are a unifying force for an upscale and influential Jewish community. WJW is the essential vehicle to advertise your services to our niche market!

WHY ADVERTISE IN THE AWARD WINNING WASHINGTON JEWISH WEEK:

Jewish Washington Loyal Reads the WJW — and it takes action as a result

- **43%** Income of \$150,000 or more
 - **89%** College graduates
 - **56%** Graduate degree
- **86%** Respond to advertisements
- **86%** Read four of last four issues
- **62%** Keep WJW in home for 6+ days
- **40%** Spend 1/2 hour+ reading WJW
- **96%** Eat out 11+ times per month
 - **92%** Own primary residence
 - **18%** Own a second home
 - **78%** Own investments
 - **68%** Own/lease two + cars

Statistics from Marketing Analysis Associates, San Diego, California



p. 301.230.2222
washingtonjewishweek.com
11900 Parklawn Drive, Suite 300
Rockville, MD 20852
Please submit ad materials
to production@washingtonjewishweek.com



CONTACT your WJW sales consultant to schedule your advertising

OR

p 301-230-0819

washingtonjewishweek.com

Please submit ad materials to production@washingtonjewishweek.com



11900 Parklawn Drive, Suite 300 | Rockville, MD 20852
301.230.2222 | midatlanticmedia.com

REV 101916

2017 Calendar

	PUBLICATION DATE	SPACE RESERVATION DATE & MATERIALS DUE
JANUARY		
Senior Resources*, Food & Dining	January 5	Thurs., December 29, 2016
Food & Dining	January 12	Fri., Jan. 6
Camp & School Guide*, Food & Dining	January 19	Fri., Jan. 13
Food & Dining	January 26	Fri., Jan. 20
FEBRUARY		
Senior Lifestyle, Sweetheart Dining & Gifts	February 2	Fri., Jan. 27
Sweetheart Dining & Gifts	February 9	Fri., Feb. 3
Camp & School Guide*, Food & Dining	February 16	Fri., Feb. 10
Wonderful Weddings** , Food & Dining	February 23	Wed., Feb 8 at noon** , Fri., Feb. 17
MARCH		
Senior Resources*, Purim, Food & Dining	March 2	Fri., Feb. 24
Food & Dining, Purim	March 9	Fri., Mar. 3
Passover, Camp/School (<i>advertising only</i>), Food & Dining	March 16	Fri., Mar. 10
Passover, Food & Dining	March 23	Fri., Mar. 17
Passover*, Food & Dining	March 30	Fri., Mar. 24
APRIL		
Passover, Senior Lifestyle, Food & Dining	April 6	Fri., Mar. 31
Yizkor, Food & Dining	April 13	Thurs., April 6
Food & Dining	April 20	Fri., April 14
Graduation/Celebrations	April 27	Fri., April 21
MAY		
Senior Resources*, Mother's Day Dining & Gifts	May 4	Fri., April 28
Mother's Day Dining & Gifts	May 11	Fri., May 5
Food & Dining	May 18	Fri., May 12
Bar & Bat Mitzvah Planner** , Food & Dining	May 25	Wed., May 10 at noon** , Fri., May 19
JUNE		
Senior Lifestyle, Yizkor	June 1	Thurs., May 25
Summer Dining & Entertainment, Graduates 2017 (<i>advertising only</i>)	June 8	Fri., June 2
Food & Dining	June 15	Fri., June 9
Food & Dining, Health (<i>advertising only</i>)	June 22	Fri., June 16
Food & Dining	June 29	Fri., June 23

*Pull Out **Glossy Magazine Style Pull Out ***Glossy Community Directory

2017 Calendar



CONTACT your WJW sales consultant to schedule your advertising

OR

p 301-230-0819

washingtonjewishweek.com

Please submit ad materials to production@washingtonjewishweek.com



11900 Parklawn Drive, Suite 300 | Rockville, MD 20852
301.230.2222 | midatlanticmedia.com

REV 101916

	PUBLICATION DATE	SPACE RESERVATION DATE & MATERIALS DUE
JULY		
Senior Resources*, Food & Dining	July 6	Thurs., June 29
Food & Dining	July 13	Fri., July 7
Food & Dining	July 20	Fri., July 14
Food & Dining	July 27	Fri., July 21
Guide to Jewish Life***	July 28	Fri., June 9
AUGUST		
Senior Lifestyle, Food & Dining	August 3	Fri., July 28
Food & Dining	August 10	Fri., Aug. 4
Food & Dining	August 17	Fri., Aug. 11
Food & Dining	August 24	Fri., Aug. 18
Rosh Hashanah, Food & Dining	August 31	Fri., Aug. 25
SEPTEMBER		
Senior Resources*, Rosh Hashanah, Food & Dining	September 7	Thurs., Aug. 31
Rosh Hashanah*, A&E Fall Preview, Food & Dining	September 14	Fri., Sept. 8
Wonderful Weddings** , Rosh Hashanah, Food & Dining	September 21	Wed., Sept. 6 at noon** , Fri., Sept. 15
Yom Kippur, Food & Dining, Yizkor	September 28	Wed., Sept. 20
OCTOBER		
Senior Lifestyle, Food & Dining	October 5	Wed., Sept. 29
Yizkor, Food & Dining	October 12	Fri., Oct. 6
Camp/School (<i>advertising only</i>), Food & Dining	October 19	Fri., Oct. 13
Food & Dining	October 26	Fri., Oct. 20
NOVEMBER		
Senior Resources*, Food & Dining	November 2	Fri., Oct. 27
Food & Dining	November 9	Fri., Nov. 3
Food & Dining	November 16	Fri., Nov. 10
Bar & Bat Mitzvah Planner** , Chanukah, Food & Dining	November 23	Wed., Nov. 8** , Thurs., Nov. 16
Chanukah Gift & Giving Guide*, Food & Dining	November 30	Fri., Nov. 24
DECEMBER		
Senior Lifestyle, Food & Dining, Chanukah	December 7	Fri., Dec. 1
Chanukah, Food & Dining	December 14	Fri., Dec. 8
Camp & School Guide*, New Year's Eve Celebrations (<i>advertising only</i>)	December 21	Fri., Dec. 15
New Year's Eve Celebrations (<i>advertising only</i>)	December 28	Thurs., Dec. 21

*Pull Out **Glossy Magazine Style Pull Out ***Glossy Community Directory



ROP ADVERTISING rates

Rates effective January 1, 2017

FOUR COLUMN FORMAT

AVAILABLE AD SIZES		ADD COLOR	52 WEEKS	26 WEEKS	13 WEEKS	6 WEEKS	OPEN
4 COLUMNS							
Full Page	9.5" x 11.325"	200	1812	2046	2164	2285	2500
1/2 Horizontal	9.5" x 5.55"	200	925	1040	1093	1175	1275
1/4 Horizontal	9.5" x 2.7"	200	535	563	600	650	685
3 COLUMNS							
Junior Page (3/4 Vertical)	7.08" x 11.325"	200	1369	1527	1624	1733	1875
2 COLUMNS							
1/2 Vertical	4.67" x 11.325"	200	925	1040	1093	1175	1275
1/4 Vertical	4.67" x 5.55"	200	535	563	600	650	685
1/8 Horizontal	4.67" x 2.7"	200	271	300	317	340	355
1 COLUMN							
1/8 Vertical	2.26" x 5.55"	200	271	300	317	340	355
1/16 Vertical	2.26" x 2.7"	200	141	156	164	178	185

*All prices are per ad insertion.

GUARANTEED POSITION

20% additional cost for specific pages and adjacencies.

PUBLICATION DATE

Every Thursday.

CONTACT your WJW sales consultant to schedule your advertising

OR

p 301-230-0819

washingtonjewishweek.com

Please submit ad materials to
production@washingtonjewishweek.com



11900 Parklawn Drive, Suite 300 | Rockville, MD 20852
301.230.2222 | midatlanticmedia.com



CONTACT your WJW sales consultant to schedule your advertising

OR

p 301-230-0819

washingtonjewishweek.com

Please submit ad materials to production@washingtonjewishweek.com

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 Washington Jewish Week 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 agreement form.

CONDITIONS

The Washington Jewish Week shall not be liable for its failure for any cause to insert an advertisement. The Washington Jewish Week 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 Washington Jewish Week 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 QuarkXpress 9.5 for Macintosh computers to produce ads. Please supply ads on CDs/DVDs, via email or FTP. Use "Collect for Output" under the QuarkXpress "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 QuarkXpress, may not be able to be pre-flighted in-house. Mid-Atlantic Media cannot guarantee final quality of these ads.

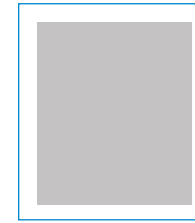
All four color ads should be supplied with a color proof.

Ad materials may be sent to production@washingtonjewishweek.com or uploaded to the Mid-Atlantic Media FTP site (instructions below).

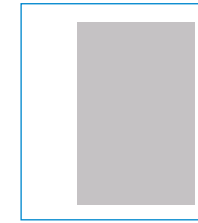
FTP INSTRUCTIONS

<ftp://midatlanticmedia.com> | username: advertising | password: MAM-ads

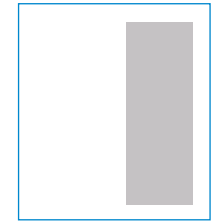
Upload file to the "Incoming" folder in the WJW folder and e-mail production@washingtonjewishweek.com the name of the file.



Full Page
9.5" x 11.325"



Junior Page (3/4V)
7.08" x 11.325"



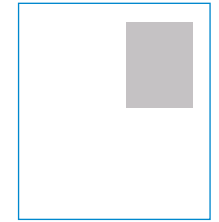
1/2 Vertical
4.67" x 11.325"



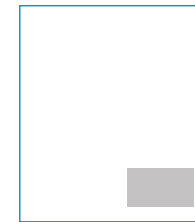
1/2 Horizontal
9.5" x 5.55"



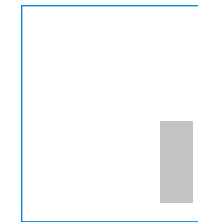
1/4 Horizontal
9.5" x 2.7"



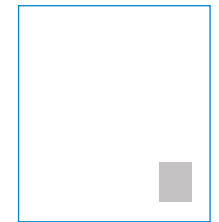
1/4 Vertical
4.67" x 5.55"



1/8 Horizontal
4.67" x 2.7"



1/8 Vertical
2.26" x 5.55"



1/16 Vertical
2.25" x 2.7"



11900 Parklawn Drive, Suite 300 | Rockville, MD 20852
 301.230.2222 | midatlanticmedia.com

DIGITAL ADVERTISING rates

Rates effective January 1, 2017

ONLINE ADVERTISING rates

WEBSITE ADS

LEADERBOARD (994 x 100 pixels)

1 MONTH	\$379
3 MONTHS	\$949

HOME PAGE - BOTTOM BANNER (728 x 90 pixels)

1 MONTH	\$199
3 MONTHS	\$429

RECTANGLE (300 x 250 pixels)

1 MONTH	\$299
3 MONTHS	\$749

eNewsletter

(600 x 90 pixels)

1 ISSUE	\$149
1 MONTH (4 x)	\$535

3 MONTHS (12x)	\$1445
----------------	--------

FACEBOOK

Followers **4,594**

\$250 per promotion

IN-ARTICLE ADVERTISING (468 x 60) News & Opinion

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

IN-ARTICLE ADVERTISING (468 x 60) All other sections

1 WEEK	\$500
4 WEEKS	\$400
12 WEEKS	\$300
26 WEEKS	\$200
52 WEEKS	\$100

eBlast

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

\$450 contract advertiser
\$600 non-contract advertiser

CONTACT your WJW sales consultant
to schedule your advertising

OR

301-230-0819

washingtonjewishweek.com

Please submit ad materials to
production@washingtonjewishweek.com

WJW eNewsletter schedule

EVERY WEDNESDAY

The screenshot shows the Washington Jewish Week website with several ad placements highlighted in grey boxes. At the top, there is a navigation bar with links for NEWS, OPINION, ARTS & ENTERTAINMENT, CALENDAR, SPORTS, CELEBRATIONS, OBITUARIES, WJW GUIDES, and ABOUT US. Below the navigation bar, there are four ad placement areas: a large Leaderboard (994 x 100 pixels) at the top, a Rectangle (300 x 250 pixels) on the right side, an In-Article Advertising (468 x 60) area in the middle, and a Home Page - Bottom Banner (728 x 90 pixels) at the bottom. The website content includes various news articles and a search bar.



EXPAND YOUR REACH *digitally.*

*Updated July, 2017

WEB SITE *statistics*

(Monthly Average*)

VISITS	UNIQUE VISITORS	PAGE VIEWS	AVERAGE TIME
29,483	25,109	39,394	0:00:44

WEB AD *statistics*

(Monthly Average*)

SIZE	IMPR.	CLICKS	CTR
Leaderboard	49,953	672	0.53%
Rectangle	167,172	1,904	0.76%
Bottom Banner	3,818	11	0.25%

EMAIL *database*

(Monthly Average*)

WEEKLY E-LETTER	SUBSCRIBERS	OPEN RATE	CTR
	4,970	19.50%	17.87%
WEEKLY EBLAST	SUBSCRIBERS	OPEN RATE	CTR
	4,213	15.19%	2.26%

Industry standard for overall CTR in the United States is 0.10%.

(Source: <http://www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/>)

CONTACT your WJW sales consultant to schedule your advertising

OR

p 301-230-0819

washingtonjewishweek.com

Please submit ad materials to production@washingtonjewishweek.com

WJW DIGITAL *edition*

(Monthly Average*)

VISITS	UNIQUE VISITORS	PAGE VIEWS	LINKS CLICKED
621	294	3,345	21

SOCIAL *media*

PLATFORM	FOLLOWERS
facebook.com/Washingtonjewishweek	4,539
twitter.com/WJWeek	4,033



WJW DIGITAL MAGAZINE
(digital.washingtonjewishweek.com)





CUSTOM MEDIA

YOUR STORIES. OUR STRATEGY.

Many of the most respected names in town rely on Mid-Atlantic Media to produce creative, results-driven content solutions for their brands. Whether you're looking to design a custom publication, refresh your website or find other innovative and affordable ways to engage your audience, Mid-Atlantic Media can serve you.

Taking advantage of our award-winning publications' design, editorial, production and project management teams, and a cadre of well-respected advertising consultants, we can with with any or all aspects of your company's projects. Our brand consultants will work with you to achieve the compelling content and eye-catching design you need to move your product or service forward — all at an affordable price.

With particular experience in education, healthcare, nonprofits and corporate image building, we put the written word to work for you in every conceivable format.

MID-ATLANTIC CUSTOM MEDIA SERVICES

- Publication start-ups and redesign
- Marketing Collateral — Annual Reports, Newsletters, Logos, Brochures
- Advertising services
- Mailing Services and Distribution
- Web Site Design and Development
- Social Networking
- Mobile Applications
- Interactive Presentations



CONTACT Jeni Mann
Director of Custom Media

p 410-902-2302 | 410-902-2338

midatlanticmedia.com



11900 Parklawn Drive, Suite 300 | Rockville, MD 20852
301.230.2222 | midatlanticmedia.com