

What readers are saying . . .



THE DAYTON JEWISH OBSERVER

Well done. There is something for everyone.

I am constantly impressed with the coverage and scope of the Dayton originated articles.

The Observer always has something for every interest. The articles appeal to both Jewish and non-Jewish.

Provides an excellent selection of local, national, and international news on topics important (and sometimes fun) for the Jewish community.

Covers the community fairly.

I learn something new each time I read it.

It connects me to the larger Jewish community.

I learn a great deal and it makes me think.

Look forward to receiving it each month.

Gives me a sense of belonging, both locally as well as the world Jewish community.

Awards

Ohio Society of Professional Journalists

- 2014 First Place for Best Religion Reporting
- 2013 First Place for Best Religion Reporting
- 2012 First Place for Best Religion Reporting
- 2009 First Place for Best Religion Reporting
- 2007 First Place for Best Religion/Values Coverage
- 2003 First Place for Best Religion/Values Coverage
- 2002 First Place for Best Social Justice Reporting



Observer mascot Bark Mitzvah Boy

American Jewish Press Association

- 2013 First Place for Journalistic Excellence, American Jewish History
- 2013 First Place for Excellence in Photography
- 2010 First Place for Excellence in Feature Writing
- 2008 First Place for Excellence in Personality Profiles
- 2000 First Place for Excellence in Commentary
- 1999 First Place for Excellence in Illustrating



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2017 Deadlines

Issue	Focus	Deadline
Jan.	Green Issue	Dec. 2
Feb.	Bridal	Jan. 6
Mar.	Purim	Feb. 3
April	Passover	March 3
May	Israeli Ingenuity	March 31
June	Graduations	May 5
July	Summer Books	June 2
Aug.	Bar/Bat Mitzvahs	June 30
Sept.	High Holy Days	Aug. 4
Oct.	Harvest of Books	Sept. 1
Nov.	Thanksgiving	Sept. 29
Dec.	Chanukah	Nov. 3

Issue focuses are subject to change.

THE DAYTON JEWISH OBSERVER

Published by the Jewish Federation of Greater Dayton

2017 Advertising Rates

Deliver your message to well-educated homeowners and professionals with high discretionary income and buying power. Advertise in The Dayton Jewish Observer.

46% of our readers' households have an annual income of \$100,000 or more. No other publication in the Miami Valley comes close to this level of affluence.

The Observer reaches 6,949 readers in approximately 3,232 households. It is sent to every identifiable Jewish home in the community free of charge and is also distributed in select, upscale locations throughout the Miami Valley.

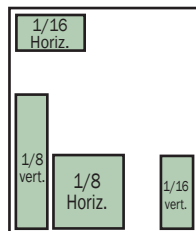
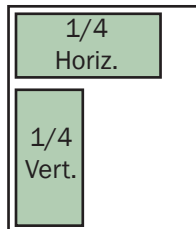
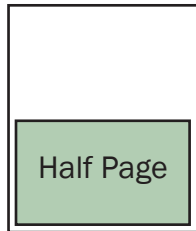
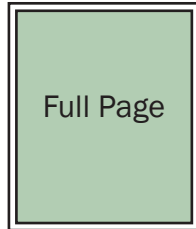
Jewish Observer Readers' Annual Household Incomes

Dayton Jewish Observer Readership Study

\$1,000,000 or more	01%
\$500,000-\$999,000	06%
\$300,000-\$499,000	05%
\$200,000-\$299,999	18%
\$100,000-\$199,000	16%
\$50,000-\$99,999	42%
\$39,000-\$49,999	08%
Under \$30,000	04%

**Contact Patty Caruso at
plhc69@gmail.com
to advertise**

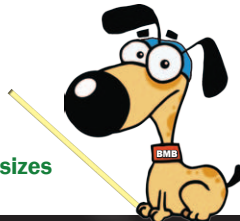
Ad Sizes & Shapes



Mechanicals

Column Width for Display Pages	
Number of columns	Width in inches
1	1 ^{7/8} "
2	4"
3	6 ^{1/16} "
4	8 ^{1/8} "
5	10 ^{3/16} "

- Tabloid-size printed page on newsprint, 85 line screen
- Page is made up 10^{3/16}" x 12^{1/4}"
- 5 cols. per page, some 4-col. pages available
- 12^{1/4}" per column
- Preferred formats: PDF, TIFF, JPEG
- **Ask about custom ad sizes**



AD SIZE	WIDTH		DEPTH
Full	10 ^{3/16} "	X	12 ^{1/4} "
Half	10 ^{3/16} "	X	6 ^{1/8} "
1/4 Vert.	4"	X	7 ^{1/2} "
1/4 Horiz.	8 ^{1/8} "	X	3 ^{3/4} "
1/8 Vert.	1 ^{7/8} "	X	7 ^{1/2} "
1/8 Horiz.	4"	X	3 ^{3/4} "
1/16 Vert.	1 ^{7/8} "	X	3 ^{3/4} "
1/16 Horiz.	4"	X	1 ^{7/8} "

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2017 Advertising Rates

Rates effective Jan. 1, 2017.
Rates may be raised at any time with a 30-day notice. Minimum ad size is 2 column inches. Open Rate is \$15.50 per column inch. This rate is commissionable to recognized advertising agencies.

	Number of Insertions			
	1	3 10% off	6 15% off	12 20% off
Price per Insertion				
Full	\$949	\$854 save \$285	\$807 save \$852	\$759 save \$2280
Half	\$475	\$428 save \$141	\$404 save \$426	\$380 save \$1140
1/4	\$238	\$214 save \$72	\$202 save \$216	\$190 save \$576
1/8	\$119	\$107 save \$36	\$101 save \$108	\$95 save \$288
1/16	\$60	\$54 save \$18	\$51 save \$54	\$48 save \$144
2 col"	\$31	\$28 save \$9	\$26 save \$30	\$25 save \$72

Production Charges

Pre-designed ads preferred. First half-hour of layout and design production and first set of revisions are included for each ad purchased. \$50 for each additional half-hour. **\$75 for CMYK color.**

Policies

Guaranteed position is not available except for some year-round, long-term commitments. Placement may be requested, but not guaranteed. Liability for incorrectly printed or omitted advertising extends only to the cost of the advertising space.

Advertisers cancelling placement after deadline are liable for payment in full for the space reserved.

If an advertiser does not furnish The Observer with a new advertisement or advertisement copy on or before the

closing date for a given publication, The Observer is authorized to repeat the last advertisement run.

Right of Refusal

The publisher reserves the right to refuse any advertising that violates any current or future written or unwritten policy of acceptability.

Terms

New accounts must prepay their first two insertions in full by the deadline date of the first insertion. Thereafter, accounts are billed on a net 30-day basis.

Delinquent accounts subject to a 1.5% service charge (18% annual rate). Minimum charge on delinquent accounts is 50 cents per month. Political/transient ads are charged at local retail rates and must be prepaid.