

We don't say we bring you excellent journalism. They do:



# THE DAYTON JEWISH OBSERVER

## What readers are saying . . .

I have enjoyed many articles from this publication. Good reading!

Invites the reader in engaging ways, to know Dayton and be informed.

Great read. Very well done and I look forward to getting it.

You have exceeded my expectations.

Love the articles and keeping updated on the happenings around the Miami Valley!



# THE DAYTON JEWISH OBSERVER

Published by the Jewish Federation of Greater Dayton

# 2022

## Advertising Rates

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

The Observer reaches 7,910 readers in approximately 3,680 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.

I love The Observer. Very tastefully done.



Observer mascot Bark Mitzvah Boy

## Awards

### Ohio Society of Professional Journalists

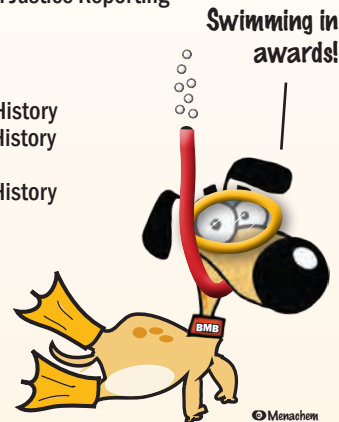
- 2021 First Place for Best Feature Reporting
- 2020 First Place for Best Religion Reporting
- 2017 First Place for Best Religion Reporting
- 2017 First Place for Best Medical/Science Reporting
- 2014 First Place for Best Religion Reporting
- 2013 First Place for Best Religion Reporting
- 2012 First 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

### American Jewish Press Association

- 2019 First Place for Journalistic Excellence, Social Justice
- 2018 First Place for Journalistic Excellence, American Jewish History
- 2017 First Place for Journalistic Excellence, American Jewish History
- 2017 First Place for Excellence in Feature Writing
- 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

### Religion News Association

- 2017 First Place for Excellence in Religion Reporting



Swimming in awards!

© Menachem

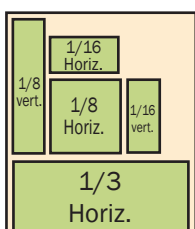
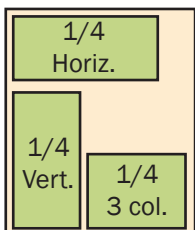
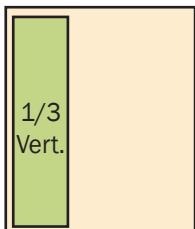
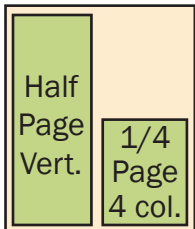
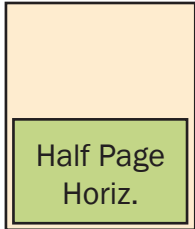
Issue	Focus	Deadline
Jan.	Green Issue	Dec. 3
Feb.	Bridal	Jan. 7
Mar.	Purim	Feb. 4
April	Passover	March 4
May	Israel	April 1
June	Graduations	April 29
July	Film Fest	May 27
Aug.	Bar/Bat Mitzvahs	July 1
Sept.	High Holy Days	Aug. 5
Oct.	Harvest of Books	Sept. 2
Nov.	Thanksgiving	Sept. 30
Dec.	Chanukah	Nov. 4

Issue focuses are subject to change.



Contact Patty Caruso at [plhc69@gmail.com](mailto:plhc69@gmail.com) to advertise

# Ad Sizes & Shapes



# Mechanicals

Column Width for Display Pages	
Number of columns	Width in inches
1	17/8"
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<sup>3/16</sup>" wide x 12<sup>1/4</sup>" high
- 5 cols. per page, some 4-col. pages available
- 12<sup>1/4</sup>" per column
- Preferred format: PDF
- **Ask about custom ad sizes**



AD SIZE	WIDTH		DEPTH
Full	10 <sup>3/16</sup> "	x	12 <sup>1/4</sup> "
Half Horiz.	10 <sup>3/16</sup> "	x	6 <sup>1/8</sup> "
Half Vert.	5"	x	12 <sup>1/4</sup> "
1/3 Vert.	3.3"	x	12 <sup>1/4</sup> "
1/3 Horiz.	10 <sup>3/16</sup> "	x	4"
1/4, 3-cols.	6 <sup>1/16</sup> "	x	5"
1/4, 4-col. layout	5"	x	6"
1/4 Vert.	4"	x	7 <sup>1/2</sup> "
1/4 Horiz.	8 <sup>1/8</sup> "	x	3 <sup>3/4</sup> "
1/8 Vert.	1 <sup>7/8</sup> "	x	7 <sup>1/2</sup> "
1/8 Horiz.	4"	x	3 <sup>3/4</sup> "
1/16 Vert.	1 <sup>7/8</sup> "	x	3 <sup>3/4</sup> "
1/16 Horiz.	4"	x	1 <sup>7/8</sup> "

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# THE DAYTON JEWISH OBSERVER

## 2022 Advertising Rates

Rates effective Dec. 1, 2021.  
 Rates may be raised at any time with a 30-day notice. Minimum ad size is 2 column inches. Open Rate is \$19 per column inch. This rate is commissionable to recognized advertising agencies.

CMYK color is included in these ad rates				
Number of Insertions				
	1	3 10% off	6 15% off	12 20% off
Price per Insertion				
Full	\$1,164	\$1,048 save \$348	\$989 save \$1,050	\$931 save \$2,796
Half	\$582	\$524 save \$174	\$495 save \$522	\$466 save \$1,392
1/3	\$388	\$349 save \$117	\$330 save \$348	\$310 save \$936
1/4	\$285	\$257 save \$84	\$242 save \$258	\$228 save \$684
1/8	\$143	\$129 save \$42	\$122 save \$126	\$114 save \$348
1/16	\$71	\$64 save \$21	\$60 save \$66	\$57 save \$168
2 col"	\$38	\$34 save \$12	\$32 save \$36	\$30 save \$96

### 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 in the publication.

### 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.

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