We don't say we bring you excellent journalism.

They do.

Ohio Society of Professional Journalists

- 2025 First Place, Best Monthly
- 2025 First Place, Best Religion Reporting
- 2024 First Place, Best Religion Reporting
- 2022 First Place, Best Religion Reporting
- 2021 First Place, Best Feature Reporting
- 2020 First Place, Best Religion Reporting
- 2017 First Place, Best Religion Reporting
- 2017 First Place, Best Medical/Science Reporting
- 2014 First Place, Best Religion Reporting
- 2013 First Place, Best Religion Reporting
- 2012 First Place, Best Religion Reporting
- 2009 First Place, Best Religion Reporting
- 2007 First Place, Best Religion/Values Coverage
- 2003 First Place, Best Religion/Values Coverage
- 2002 First Place, Best Social Justice Reporting

American Jewish Press Association

- 2025 First Place, Excellence in News Reporting
- 2024 First Place, Excellence in News Reporting
- 2019 First Place, Excellence in Social Justice Reporting
- 2018 First Place, American Jewish History Reporting
- 2017 First Place, American Jewish History Reporting
- 2017 First Place, Excellence in Feature Writing
- 2013 First Place, American Jewish History Reporting
- 2013 First Place, Excellence in Photography
- 2010 First Place, Excellence in Feature Writing
- 2008 First Place, Excellence in Personality Profiles
- 2000 First Place, Excellence in Commentary
- 1999 First Place, Excellence in Illustrating

Religion News Association

- 2017 First Place, Excellence in Religion Reporting

THE DAYTON JEWISH OBSERVER

525 Versailles Drive, Centerville, OH 45459
Phone: 937-610-1555 • daytonjewishobserver.org
Marshall Weiss, Editor & Publisher, MWeiss@jfgd.net



Observer mascot *Bark Mitzvah Boy*



Issue	Focus	Deadline
Jan.	Green Issue	Dec. 4
Feb.	Bridal	Jan. 8
Mar.	Purim	Feb. 5
April	Passover	March 5
May	Mother's Day	April 2
June	Grads & Dads	May 7
July	Local Jewish History	June 4
Aug.	Bar/Bat Mitzvahs	July 2
Sept.	High Holidays	Aug. 6
Oct.	Harvest of Books	Sept. 3
Nov.	Thanksgiving	Sept. 30
Dec.	Chanukah	Nov. 5

Issue focuses are subject to change.

THE DAYTON JEWISH OBSERVER

Published by the Jewish Federation of Greater Dayton

2027

Advertising Rates

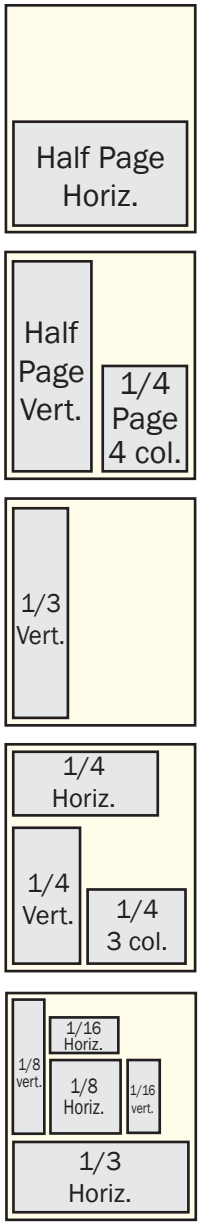
Deliver your message to well-educated homeowners and professionals with high discretionary income and buying power. Advertise in The Dayton Jewish Observer.

The Observer reaches 7,260 readers in approximately 3,300 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.



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	1.875"
2	4"
3	6"
4	8.125"
5	10.1875"

- Tabloid-size printed page on newsprint, 85 line screen
- Page is made up 10.1875" wide x 12.25" high
- 5 cols. per page, some 4-col. pages available
- 12.25" per column
- Preferred format: PDF
- **Ask about custom ad sizes**



AD SIZE	WIDTH		DEPTH
Full	10.1875"	x	12.25"
Half Horiz.	10.1875"	x	6.125"
Half Vert.	5"	x	12.25"
1/3 Vert.	3.3"	x	12.25"
1/3 Horiz.	10.1875"	x	4"
1/4, 3-cols.	6"	x	5"
1/4, 4-col. layout	5"	x	6"
1/4 Vert.	4"	x	7.5"
1/4 Horiz.	8.125"	x	3.75"
1/8 Vert.	1.875"	x	7.5"
1/8 Horiz.	4"	x	3.75"
1/16 Vert.	1.875"	x	3.75"
1/16 Horiz.	4"	x	1.875"

THE DAYTON JEWISH OBSERVER

2027 Advertising Rates

Rates effective Jan. 1, 2027. Rates may be raised at any time with a 30-day notice. Minimum ad size is 2 column inches. Open Rate is $20 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	$1,225	$1,103	$1,041	$980
Half	$613	$552	$521	$490
1/3	$408	$367	$347	$326
1/4	$306	$275	$260	$245
1/8	$153	$138	$130	$122
1/16	$77	$69	$66	$62
2 col"	$40	$36	$34	$32

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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