

HERITAGE

FLORIDA JEWISH NEWS

A mailed, weekly subscription journal of local and worldwide news and features, avidly read by more than 30,000 Jewish residents of greater Orlando, Daytona Beach, the Space Coast cities and other Central Florida communities.

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LOCAL RATE CARD NO. 21

Effective January 1, 2013

(supersedes Rate Card No. 20 of January 1, 2006)

DISPLAY ADVERTISING RATES: (NET RATE PER COLUMN INCH)

Inches Per Insertion	Open Rate	One Insertion Per Week (13 Weeks)	One Insertion Per Week (26 Weeks)	One Insertion Per Week (52 Weeks)
1-11	\$10.95	\$8.05	\$7.35	\$6.55
12-23	\$10.85	\$7.95	\$7.25	\$6.45
24-47	\$10.75	\$7.85	\$7.15	\$6.35
48-95	\$10.65	\$7.75	\$7.05	\$6.25
96 or more	\$10.55	\$7.65	\$6.95	\$6.15

Display Classified Rate (less than 4 col. inches).....Display Rate plus \$2/inch
 Bulk Volume Contract Rate (9,984+ col. inches/year).....\$5.40/inch

WE ALSO OFFER A FULL-SERVICE TYPESETTING AND COMPOSITION SHOP FOR ALL YOUR PRINTING NEEDS.

SPECIAL ISSUES:

HERITAGE Florida Jewish News publishes yearly special issues or sections designed to give our quality-conscious readers helpful editorial and advertising information.

January Celebration
 February Lifestyles
 April Passover
 May Savvy Seniors
 June Health & Fitness
 July Back to School
 September Rosh Hashanah
 October Financial
 December Chanukah

INSERTS: (must meet postage regulations)
 Charge..... \$80.00/thousand

TYPESETTING:

Heritage offers a full-service typesetting and composition shop for all your printing needs. Please call for a quote.

Camera-ready ads should be in .pdf format and emailed to:
production@orlandoheritage.com.

Mechanical Requirements and Deadlines

HERITAGE is an offset publication using a tabloid format. The standard printed page is 6 columns wide by 16 inches deep, with 96 column inches on a fully printed page.

MINIMUM AD SIZE: four (4) column inches, except in Classified Section.

COLUMN WIDTHS:

1 column 9.5 picas (1 9/16 in.)
 2 columns 20 picas (3 5/16 in.)
 3 columns 30.5 picas (5 1/16 in.)
 4 columns 41 picas (6 13/16 in.)
 5 columns 51.5 picas (8 9/16 in.)
 6 columns 62 picas (10 5/16 in.)
 Double page 129.5 picas (21.5 in.)

Proofs (on ads 12 inches or larger) are available on request.

DEADLINES:

Publication day..... every Friday
 Space reservations..... Friday, noon
 Copy (for proof)..... Thursday, 5 p.m.
 Copy (no proof)..... Friday, 5 p.m.
 Camera-ready copy Monday, noon

Ad changes or cancellations cannot be accepted after noon on Friday.

For more information & space reservations, call (407) 834-8787.