

# Rates for Display Advertising

## FOUR COLOR

SIZE	1 TIME	2 TIMES*	3 TIMES*	4 TIMES*
Full Page	\$3240	\$3085	\$3000	\$2895
2/3 Page	\$2775	\$2695	\$2535	\$2420
1/2 Page	\$2455	\$2300	\$2090	\$1970
1/3 Page	\$2025	\$1875	\$1725	\$1575

## BLACK AND WHITE

SIZE	1 TIME	2 TIMES*	3 TIMES*	4 TIMES*
Full Page	\$2535	\$2390	\$2290	\$2180
2/3 Page	\$2150	\$1970	\$1875	\$1725
1/2 Page	\$1790	\$1606	\$1515	\$1445
1/3 Page	\$1390	\$1245	\$1060	\$1030
1/4 Page	\$910	\$820	\$715	\$695
1/6 Page	\$760	\$660	\$580	\$540

\* Space to be used within twelve months from first insertion.

**INSERTS:** Priced at 150% of the Black & White earned frequency rate per leaf.

## BUSINESS CARD RATES

SIZE	1 TIME	2 TIMES*	3 TIMES*	4 TIMES*
Card	\$460	\$420	\$380	\$300

## PASSOVER SPECIAL ISSUE

SIZE	COLOR	B&W
Full Page	\$5000	\$4100
2/3 Page	\$4220	\$3585
1/2 Page	\$3690	\$2980
1/3 Page	\$2930	\$2660
1/4 Page	—	\$1670
1/6 Page	—	\$1085

## EARNED DISCOUNT PROGRAM

Each unit in *Jewish Action* magazine earns a discount towards advertisements in the *OU Passover Special Issue*. Thus a four time full page schedule in *Jewish Action* entitles you to a 50% discount on the cost of your Passover advertising.

Earned discounts are available only to contract advertisers in *Jewish Action*.