

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

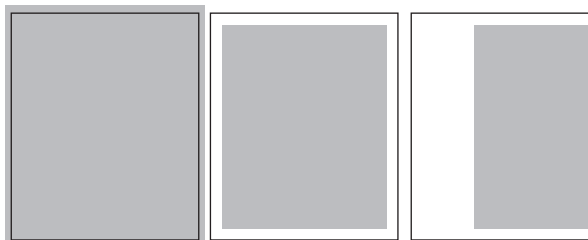
EARNED DISCOUNT PROGRAM

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*.

Insertion Sizes

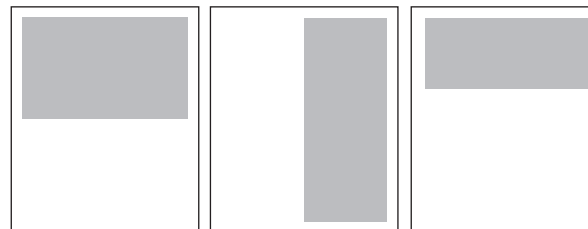
TRIM SIZE: 8 3/8" X 10 7/8"



**Full Page
(full bleed)**
8 5/8" wide
11 1/8" high

**Full Page
(no bleed)**
7 3/8" wide
9 7/8" high

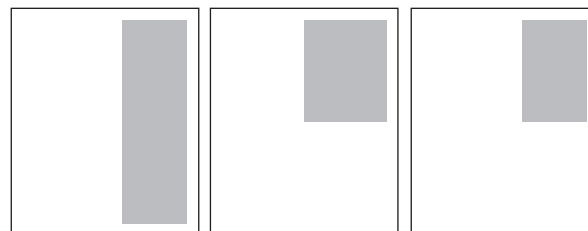
**2/3 Vertical
(no bleed)**
4 7/8" wide
9 7/8" high



**1/2 Horizontal
(no bleed)**
7 3/8" wide
4 7/8" high

**1/2 Vertical
(no bleed)**
3 5/8" wide
9 7/8" high

**1/3 Horizontal
(no bleed)**
7 3/8" wide
3 1/8" high



**1/3 Vertical
(no bleed)**
2 3/8" wide
9 7/8" high

**1/4 Page
(no bleed)**
3 5/8" wide
4 7/8" high

**1/6 Vertical
(no bleed)**
2 3/8" wide
4 7/8" high

POSITION PREMIUMS

Inside Front Cover	\$4175
Inside Back Cover	\$3930
Outside Back Cover	\$4295
Page 1	\$3510
Facing Contents Page	\$3510
Guaranteed Position	\$3450

Publication Dates

JEWISH ACTION

ISSUE	INSERTION	MATERIAL DUE	ON SALE
Spring '06	Jan. 24, 2006	Jan. 31, 2006	March 13, 2006
Summer '06	April 24, 2006	May 1, 2006	June 5, 2006
Fall '06	July 6, 2006	July 13, 2006	Aug. 24, 2006
Winter '06	Sep. 25, 2006	Oct. 5, 2006	Nov. 16, 2006
Spring '07	Jan. 11, 2007	Jan. 18, 2007	Feb. 15, 2007
Summer '07	April 5, 2007	Apr. 12, 2007	May 17, 2007
Fall '07	July 3, 2007	July 10, 2007	Aug. 14, 2007
Winter '07	Oct. 9, 2007	Oct. 16, 2007	Nov. 20, 2007
Spring '08	Jan. 15, 2008	Jan. 22, 2008	Feb. 26, 2008
Summer '08	April 15, 2008	April 29, 2008	May 27, 2008
Fall '08	July 18, 2008	July 15, 2008	Aug. 19, 2008
Winter '08	Oct. 16, 2008	Oct. 23, 2008	Nov. 20, 2008

PASSOVER SPECIAL ISSUE

ISSUE	INSERTION	MATERIAL DUE	ON SALE
Passover '06	Jan. 24, 2006	Jan. 31, 2006	March 7, 2006
Passover '07	Jan. 11, 2007	Jan. 18, 2007	Feb. 22, 2007
Passover '08	Jan. 15, 2008	Jan. 22, 2008	March 13, 2008

Production

Magazine printed by heat-set web press on gloss stock, saddle-stitched. Trim size: 8 3/8" x 10 7/8".

Preferred Materials:

1. Pdf file. Please be sure all fonts are embedded.
(Please note: type changes cannot be made to pdf files.)
2. Disk, preferably containing Mac files in either Quark Xpress, Illustrator or Photoshop. All graphics and fonts must be included.

A color proof (Matchprint or equivalent) must accompany all color ads. Advertisers are advised that such proofs are only a guide to color and publisher makes no guarantee regarding color match. A hard copy must accompany all black and white ads.

Ads which do not adhere to exact sizes will not be accepted when submitted in pdf or negative form. However, publisher will adjust size to fit if such ads are submitted as in #2 above. Publisher may charge a service fee for such work.

Send insertion orders and materials to:

Jewish Action, Advertising Dept. / Orthodox Union
Eleven Broadway, 14th floor, New York, NY 10004
Tel: 212.613.8135 Fax: 212.613.0772 Email: lieberd@ou.org

Published quarterly,
Jewish Action presents a
vibrant and dynamic
approach to Jewish living
in America, Israel and
around the world.

Circulation

With an approximate mail readership in excess of 50,000, *Jewish Action* also enjoys additional distribution on college campuses, as well as through bookstores and retail food outlets throughout North America and overseas.

100,000 copies of the Passover Special Issue are distributed in March of each year in the mail, and through synagogues and major supermarket chains across the United States.

Readership

Jewish Action reaches a wide, upscale audience, committed to a fully modern lifestyle while upholding traditional Jewish practices and values. Random surveys indicate that they are affluent, mostly college-educated (with many holding advanced degrees), and mostly homeowners. Professionals, businesspeople, educators, religious and community leaders are all strongly represented.

They are sophisticated consumers of everything from clothing and jewelry to art and home furnishings, from toys and educational products to travel and entertainment. Almost 100% buy kosher foods exclusively, and many visit Israel frequently. Readers look forward to regular columns on food, books, homemaking, computers, family values and seasonal topics.

Lively design, creative use of color, special sections and a long shelf life make *Jewish Action* an exceptional environment for advertisers.

Terms

Advertisers and agencies assume liability for all content (including text, representation and illustration) and advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher shall not be liable for any errors in key numbers, patches or type set by the Publisher.

All advertising is subject to approval. Publisher reserves the right to reject any advertisement it deems not in keeping with the character and standards of the publication and of the Orthodox Union.

The publisher will not be bound by any conditions, printed or otherwise, appearing on insertion orders or other materials when such conditions conflict with the regulations and policies set forth in the rate card.


No cancellations will be accepted for any reason after the closing date.

Terms of payment are net thirty days. All orders are subject to credit approval.

Recognized agency discount 15%, provided invoices are paid within thirty days.

THE ORTHODOX UNION

With an array of youth, social action, educational, public policy and community development services, programs and activities, the Orthodox Union is among the largest Jewish organizations in the world.

Its kosher supervision label, the , is the world's most recognized kosher symbol.

Jewish Action

THE MAGAZINE OF THE ORTHODOX UNION

Eleven Broadway, New York, NY 10004

Tel: (212) 613-8135 Fax: (212) 613-0772

Visit the Orthodox Union website at www.ou.org

Rate Card

Effective
January
2006



Jewish Action

The Magazine
of the
Orthodox Union