

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



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

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

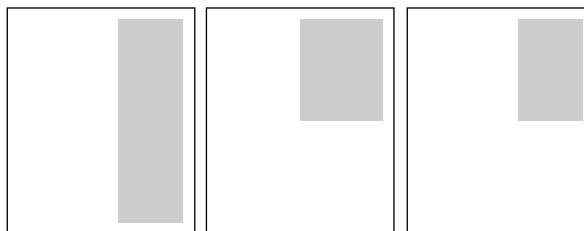
2/3 Vertical
(no bleed)
9 7/8" high
4 7/8" wide



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

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

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



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

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

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

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 2000	Jan. 14, 2000	Jan. 21, 2000	Feb. 24, 2000
Summer 2000	Apr. 17, 2000	Apr. 28, 2000	May 31, 2000
Fall 2000	July 20, 2000	July 27, 2000	Aug. 30, 2000
Winter 2000	Oct. 5, 2000	Oct. 12, 2000	Nov. 16, 2000
Spring 2001	Jan. 5, 2001	Jan. 12, 2001	Feb. 23, 2001

PASSOVER SPECIAL ISSUE

ISSUE	INSERTION	MATERIAL DUE	ON SALE
Passover 2000	Feb. 7, 2000	Feb. 14, 2000	March 20, 2000
Passover 2001	Jan. 5, 2001	Jan. 12, 2001	March 9, 2000

Production

Magazine printed by heat-set web press on gloss stock, saddle-stitched.

Trim size: 8 3/8" X 10 7/8"

Bleed size: 8 5/8" X 11 1/8"

Preferred Materials: Negatives, right reading emulsion down; 133 line screen (4-color or black and white). A color proof (matchprint or equivalent) must accompany all color ads.

Ads which do not adhere to exact sizes will not be accepted when submitted in negative form. However, publisher will adjust size to fit if such ads are submitted as Mac files in either QuarkXpress, Illustrator or Photoshop. All graphics and fonts must be included. Publisher may charge a service fee for such work.

Note: Publisher reserves the right to adjust ad sizes by a fraction of an inch, when necessary, due to space considerations.

Shipping Instructions

Send insertion orders and materials to:
Jewish Action / Orthodox Union
Advertising Department / 14th floor
Eleven Broadway, New York, NY 10004
Tel: 212.613.8135 Fax: 212.613.0772

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.

200,000 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

Rate Card

Effective
January 2000

THE MAGAZINE
OF THE
ORTHODOX
UNION



JEWISH ACTION