

WEINSTEIN JCC

COMMUNITY DIRECTORY FAQ'S AND RATE SHEET



Who are Our Readers?

Jewish Families	6,000
Non-Jewish Families	4,000
Commercial Establishments	1,000
Total Readership	20,000
Far West and West End	41%
Fan/Central Richmond	20%
Northside	11%
South of James	20%
Other	8%
Homeowners	77%

Demographics

Under 18	25%
18-34	19%
35-64	43%
65+	23%
Median Age	39
Female	52%
Male	48%
Married	61%
Single	24%

Education Completed

High School	88%
College	72%
Graduate	31%

Median Household

Income	\$83,000
Ages	35-64
Households with Incomes above \$200,000	29%

ADVERTISING RATES

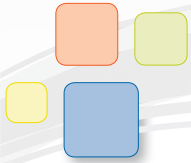
Size	Cost
Full Page	\$1,470
Strip Ad (5)	\$998
Half Page	\$940
Quarter Page	\$625
Eighth Page	\$472
Professional Listing	\$315

*All display ads include complimentary professional listings

Add \$250 if ad is in full color

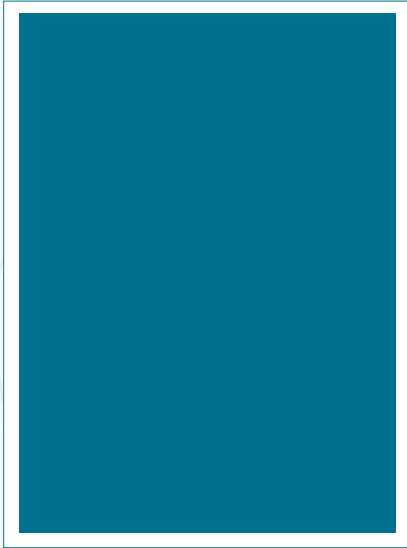
The Jewish Community Directory is published annually but used daily. It is distributed to the entire Jewish Community and all the members of the Weinstein JCC. It includes names, addresses, phone numbers, as well as business listings. It also includes Jewish holiday information and listings of Jewish organizations and synagogues.

For more information, or to place your ad, please contact Dana Zedd, Corporate Relations and Development Director, at (804) 545-8607 or dzedd@weinsteinjcc.org.



WEINSTEIN JCC

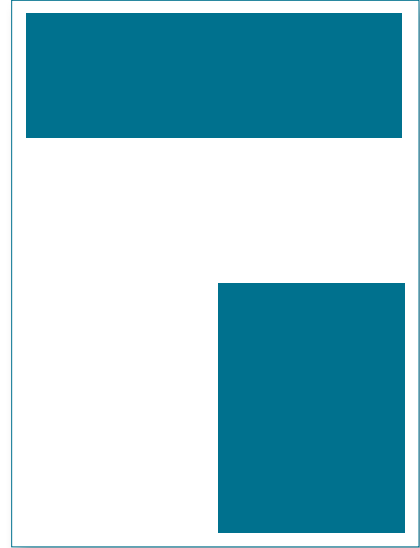
COMMUNITY DIRECTORY ADVERTISEMENT DIMENSIONS



FULL PAGE
Horizontal 7.5" x 10"



HALF PAGE
Horizontal 7.5" x 5"
Vertical 3.75" x 10"



QUARTER PAGE
Horizontal 7.5" x 2.5"
Vertical 3.75" x 5"



STRIP AD
Horizontal 7.5" x 1"
5 DIFFERENT PAGES

EIGHTH PAGE
Horizontal 3.75" x 2.5"
Vertical 1.875" x 5"

* **ALL ADVERTISERS** are included in Professional Listings

* **ALL DISPLAY ADS** include a complimentary listing in our online Directory which is listed under the "About Us" section off of the home page (www.weinsteinjcc.org) and can be viewed at <http://www.weinsteinjcc2.org/directory>

ALL ADS must be high resolution, 300 DPI minimum in a JPEG, EPS or PDF file.

ALL PRINT ADVERTISERS receive a FREE listing in the Online Business Directory. Ads 1/2 or full page also get their Logo in the Online Directory.

Virginia Linen Service, Inc. Featured
www.virginalinen.com/
Richmond 804.745.5842
Petersburg 804.732.3312
Category: Textile Rental Companies

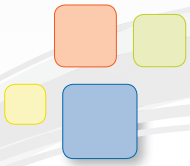


SAMPLE

Online Business Directory
Listing with Logo

CAROLE AND MARCUS WEINSTEIN JEWISH COMMUNITY CENTER

5403 Monument Avenue | Richmond, Virginia 23226 | 804.285-6500 | Fax 804.285-3139 | www.weinsteinjcc.org



WEINSTEIN JCC ADVERTISING CONTRACT

2011 COMMUNITY DIRECTORY PUBLISH DATE: JANUARY 2011



Carole and Marcus Weinstein Jewish Community Center
5403 Monument Avenue | Richmond, Virginia 23226
804.285-6500 | Fax 804.545.8680 | www.weinsteinjcc.org

ADVERTISER INFORMATION

Firm/Individual		Website
Contact	Title	
Address		City/State/Zip Code
Telephone	Fax	Email

CHOOSE ONE:

- New Ad - I will provide PDF
- I need help creating an Ad for an additional \$50

RATES (CHECK SIZE AND CIRCLE RATE)

Includes FREE listing in the online Business Directory.
Half or full page print ads also get their Logo in the Online Directory.

SIZE	B&W 2011	COLOR 2011
<input type="radio"/> Full	\$1,470	\$1,730
<input type="radio"/> Strip Ads (5)	\$998	N/A
<input type="radio"/> Half Page	\$940	\$1,200
<input type="radio"/> Quarter Page	\$625	\$885
<input type="radio"/> Eighth Page	\$472	\$735
<input type="radio"/> Professional Listing	\$315	N/A

MULTI-YEAR CONTRACT DISCOUNT

- 3 YEARS
10% Discount
- 5 YEARS
20% Discount

SIGN A MULTI YEAR CONTRACT TO BE IMMEDIATELY LISTED ON THE ONLINE DIRECTORY!

_____, (Individual / Firm) agree to be responsible for payment of all fees to the Weinstein JCC. I / We understand that failure to make payment as required will result in collection action. In the event of collection action taken, I / We understand that I / We will be responsible for any and all attorney and court costs incurred by the Weinstein JCC. Please make all checks payable to: Weinstein JCC. Payment is due in full, 30 days from the date of publication. The Weinstein JCC reserves the right to refuse any ad. Acceptance of an ad does not constitute an endorsement of products or services by the Weinstein JCC. The Weinstein JCC reserves the right to refuse any ad not received by copy deadline.

Advertiser Signature	Date
Signature (Weinstein JCC)	Date