

## Advertising Rates

Description	Size	11 issues	6 issues	3 issues	1 issue	Color Charge per insertion
Full page	10" x 14"	\$639	\$659	\$685	\$726	\$90
1/2 page	10" x 7"	\$386	\$402	\$417	\$438	\$80
1/4 page 2 column	3.91" x 8.75"	\$232	\$242	\$252	\$268	\$70
1/4 page 3 column	5.94" x 5.83"	\$232	\$242	\$252	\$268	\$70
1/4 page 4 column	7.97" x 4.38"	\$232	\$242	\$252	\$268	\$70
1/8 page 2 column	3.91" x 4.38"	\$129	\$139	\$144	\$155	\$60
1/8 page 3 column	5.94" x 2.92"	\$129	\$139	\$144	\$155	\$60

## Important Deadlines

Issue	Editorial Content/Ad Space	Art Deadline
August 2021	July 2	July 12
September 2021	August 6	August 16
October 2021	August 31	September 9
November 2021	October 1	October 11
December 2021	November 1	November 8
January 2022	December 3	December 13
February 2022	December 31	January 10
March 2022	February 2	February 11
April 2022	March 4	March 14
May 2022	April 1	April 11
June 2022	May 6	May 16

For information about advertising with The Charlotte Jewish News, contact:  
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## Advertising Policies

- The Charlotte News reserves the right to reject advertising not in keeping with the standards of its publications.
- Advertising is billed after publication.
- Payment is due within 30 days of billing.
- All late payments after 90 days are subject to 1.5% late charge.
- Credit card may be kept on file for automatic billing.
- Invoices may be mailed or sent electronically.
- The back page is available for an additional fee. No other preferential placement is guaranteed.

## Artwork Specs

- PDF is our preferred file format; .jpg files are also accepted.
- Grayscale and four-color scans are required to be 300 dpi.
- PDFs should be the job size without any excess white space, crop marks, or page information.
- All 4 colors must be in CMYK format. Ensure all colors are prepared for process-color (CMYK) separations.
- Be sure to check all text, logos, scans, and photos. Make sure your black is 100%K, not a CMYK mix.
- BW ads should not have any color elements. Photos need to be grayscale.
- 4 color ads are CMYK. Convert all PMS colors and RGB color to CMYK. All black text should only be on the black plate.
- Font size should not be smaller than 6 pt.
- Design is available for an additional charge of \$150.