

OUR RATES AND SPECS

2006 RATES

	1X	3X	6X
Two Page Spread	\$6,500	\$6,250	\$6,000
Full Page	\$3,850	\$3,395	\$3,100
1/2 Page	\$2,245	\$1,955	\$1,760
1/4 Page	\$1,325	\$1,150	\$1,045
Breakfast Sponsorship	\$1,500	—	—
E-Mail Blast	\$500	—	—

*All rates are net. Rates are per issue and based on advertiser-supplied, printer-ready materials. Our staff can design an ad for an extra fee.

PREMIUM POSITIONS

	1X	3X	6X
Inside Front Cover	\$4,200	\$3,650	\$3,400
Inside Back Cover	\$4,200	\$3,650	\$3,400
Back Cover	\$5,200	\$4,525	\$4,150

*Advertiser must buy annual agreement to reserve premium positioning.

SPECIAL AD DISCOUNTS (call for details)

January/February	Education
March/April	Travel
May/June	Food
July/August	Healthcare
September/October	Financial Services
November/December	Retail Gift Guide

SCHEDULE SPACE CLOSING MATERIALS DUE

Jan./Feb. 2006	November 16, 2005	December 1, 2005
Mar./Apr. 2006	February 22, 2006	February 27, 2006
May./June 2006	March 15, 2006	April 1, 2006
Jul./Aug. 2006	May 22, 2006	June 1, 2006
Sep./Oct. 2006	July 25, 2006	August 3, 2006
Nov./Dec. 2006	September 19, 2006	October 2, 2006

PRINTING AND FILM SPECIFICATIONS

Printing	Web Offset, CMYK*
Line Screen	133
Total Ink Limit	260-280
Binding	Perfect
Trim Size, Full Page	8.375" x 11.125"
Live Area, Full Page	8.25" x 10.875"

*Standard SWOP colors are available cyan, magenta, yellow and black.

ADVERTISEMENT UNIT SIZE

Full Page, Bleed	8.375" x 11.125"
Full Page, No Bleed	7.15" x 10"
1/2 Page, Horizontal	7.15" x 4.725"
1/2 Page, Vertical	3.5" x 9.65"
1/4 Page	3.5" x 4.75"

HOW TO USE THIS RATE CARD

Purchasing Your Ad

These four charts will help you pick the ad that's right for you. At the top is our master price list. You can buy one issue, three, or six, and the more you lock in the cheaper your per-issue rate will be.

To the left you'll find information on how to guarantee a premium placement in the magazine and get a special discount for certain issues. **Ask about our special rates for non-profits as well.**

Last, but certainly not least, is our schedule for closing and material submissions. You can use this to make sure you lock in your purchases on time and get your artwork to us in time for our print deadlines.

For further ad questions, please contact us at sales@atlantajewish.com or 678.528.8476.

Creating Your Ad

Once you've purchased your ad package, you'll need to get us your artwork. As always, you're welcome to contact our art department with any questions you may have, but the two charts to the left are designed to answer the basic questions. *Atlanta Jewish Life* is not responsible for material submitted that does not conform to these specifications.

FORMAT: PDF, JPG, EPS, or TIFF
 DPI: Minimum 300
 SUBMISSION: Via email, CD, or FTP site.
 Please submit color proofs or printouts.

Submit all files to: art@atlantajewish.com