

PRINT SPECIFICATIONS

SUBMITTING CAMERA-READY ADS

Files must be PDFs and print or press (not screen) optimized.
 All fonts should be outlined.
 All color must be CMYK.
 PDF must be exported at a minimum of 300 dpi (dots per inch).
 Check bleed and live area dimensions for full page ads.
DO NOT INCLUDE CROP MARKS ON ADS.
 E-mail ads to your ad rep AND to art@jweekly.com.
 Identify your organization in the subject field of the email.

AD SIZES

Size	Columns x Units	Width x Height
1/24	1 x 1	2.29" x 1.83"
1/12 h	2 x 1	4.75" x 1.83"
1/12 v	1 x 2	2.29" x 3.83"
1/8 h	3 x 1	7.20" x 1.83"
1/8 v	1 x 3	2.29" x 5.83"
1/6	2 x 2	4.75" x 3.83"
1/4	2 x 3	4.75" x 5.83"
1/3	2 x 4	4.75" x 7.83"
1/2 h	4 x 3	9.67" x 5.83"
1/2 v	2 x 6	4.75" x 11.83"

Masthead page only:

3/8	3 x 3	7.20" x 5.83"
3/4	3 x 6	7.20" x 11.83"
Full Page (with border)	4 x 6	9.67" x 11.83"
Full Page (with bleed)	4 x 6	10.75" x 13"

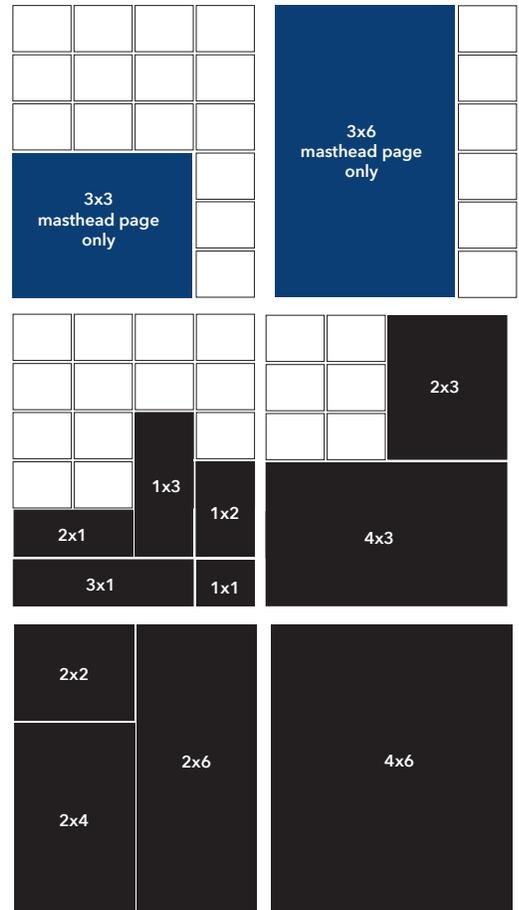
.125 bleed on all sides, trim size: 10.5" x 12.75"
 live area: 9.5" x 11.75" (text and logos should be inside this area)

When you are creating ads

Minimum photo/art/logo resolution is 300 dpi.
 Color must be CMYK or grayscale only (no RGB or spot color).
 Use Type 1 or Open Type fonts only. If unsure, convert text to outlines.
 Do NOT use any transparencies.
Illustrator: Convert all fonts to outlines and embed all artwork before exporting.
Photoshop: Flatten all layers before exporting.

SUBMITTING ART FOR OUR DESIGN

Send all art, logos and photos at resolution of 300 dpi at 100% size as jpg, tiff, pdf or eps files.
 We can NOT use photos or logos from your website; please send separate, high-resolution files.



CAMERA-READY ADS

Often “camera-ready” ads sent to us arrive with one or more of the following issues. Please keep these requirements in mind when creating ads for J. and ensure that the person actually creating the ad has a copy of this page in addition to the exact dimensions for the ad.

Do not put crop marks, printers marks or file names on the pdf file.

We do not need extra white space outside of the ad dimensions. Pdf file should be to exact specs only.

If your ad (*other than a full page*) has a white background, you must include a border on the file. We recommend at least a 1 pt. stroke.

Full page ads need to be 10.75 x 13, which is our current bleed size. Make sure your ad is not to our old specs or to the trim size of the page.

Check your file carefully to insure there are no spot or pantone colors. Often this is just found in the logo. Convert all colors to CMYK before sending the file.

MULTI-PAGE GLOSSY CENTER SECTION

SPECIAL ADVERTISING AND PROMOTION OPPORTUNITY

A new opportunity to highlight your marketing message in the center spread of J. on 70 lb. glossy paper that is the same as our cover

Reaching 40,000 J. readers, it's a great opportunity to market:

- Full season performance schedules
- Thank you ads and donor recognition
- Foundation highlights of grantee's work or focus on under-promoted organizations
- New multi-unit real estate developments
- Non-profit organization announcements

This new center section is a fraction of the cost of direct mail efforts

CENTER SECTION RATES

\$4,000 for two page spread
\$6,000 for all four pages

PAGE SIZES

Full Page with bleed: 10.75" w x 13" h
Center Spread Page with bleed: 21.25" w x 13" h

SPONSORED BY THE JEWISH COMMUNITY FEDERATION AND ENDOWMENT FUND



A Time to Grow: Oshman Family JCC

The Oshman Family JCC anchors the 8.5-acre Taube Koret Campus for Jewish Life, co-located with the Melkior Family Residences in Palo Alto. Since opening in September 2009, the campus has created a hub for the region's Jewish community, providing high quality Jewish education, arts, fitness, youth engagement, and Israeli culture programs at its state-of-the-art facility.

As we learned in our recent Community Study, one-third of the Bay Area's Jewish population resides on the Peninsula. The JCC expansion addresses its demand for greater square footage, given its growth in membership (over 10,000 members), diversification of programs, and need for places to gather, engage, and celebrate Jewish life. The project's centerpiece is the Pavilion & Park, designed to add green space, play areas, and a two-story activity center. The campus looks and feels like an intergenerational town square, with preschool parents chatting over coffee in the cafe next to techies working on laptops and older adults relaxing after a class or workout.



It Takes a Village: San Francisco Campus for Jewish Living

One of the most ambitious real estate projects in the Bay Area

Jewish landscape is the transformation of the 127-year-old Jewish Home, renamed San Francisco Campus for Jewish Living, into a one-stop campus for older adults and their families. It offers a continuum of residential options, medical care, social services, wellness and fitness, retail, arts and culture, and recreational and social activities in one bustling hub. When complete, the \$140 million construction project will double the number of people served each day on the Silver Avenue campus, empowering older adults to find everything they need in one "public square" that is both a vibrant physical place and a virtual online community. The campus' designed physical spaces, communal programs, and virtual site will ensure that no senior feels isolated or alone, and everyone is supported, seen, and heard.



The Show Must Go On: URJ Camp Newman Summer Programs

In the six months since the North Bay wildfires destroyed URJ Camp Newman, the camp's leadership has



Miraculously, within 6 weeks of the fire (and with help from JCRK and the Federation), Camp Newman found a temporary home at Cal Maritime in Vallejo. However, the costs of running a temporary rental site for the next few summers are significant. The Federation's Endowment Fund stepped in with a three-year emergency grant to help Camp Newman create a temporary home for the 1,000 kids heading to camp this summer. Camp Newman's resilience in the face of adversity reminds us that a community is both the structures that surround it and the people who comprise it.

Making Space for Community
Designing Jewish experiences that connect people, generate a sense of belonging, and inspire a shared purpose.



Taking Belonging to New Heights: Camp Teenage

As an essential part of our summer programming, Camp Teenage provides a safe and fun environment for our youth to connect, learn, and grow. This year, we've introduced new activities and programs to enhance the camp experience, including outdoor adventures, cultural workshops, and interfaith dialogues. Camp Teenage is more than just a summer camp; it's a place where young people can find their community and make lasting memories.

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Moving Forward Means Giving Back

As we move forward, we are committed to giving back to our community. Through our various programs and initiatives, we aim to support and uplift those in need, fostering a sense of unity and shared purpose. Our focus is on providing resources, mentorship, and opportunities for growth, ensuring that everyone has a chance to thrive.

CONSTRUCTING OUR FUTURE

Jewish communities have always thrived through shared identity, programs, organizations, values and traditions. To ensure our vibrant Jewish future, we are embracing opportunities to partner with others. This is the time to think about programs, and making an investment in the future of our community. We need your support.

Learn how our Jewish community is a force for good by visiting jewishsf.org/give

left page, newsprint

right page, glossy

two page spread, glossy

left page, glossy

right page, newsprint

Call your ad rep for a sample.