J. Magazine Redesign Project

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II. Identifying strengths and weaknesses ....................... 3

III. Recommendations for change, in addition to the new look .... 4

1. Reduce the number of ad sizes offered
2. Change the way the magazine is dummy/mapped
3. Alter the production schedule/workflow

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- Flat plan analysis of current issues
- Analysis of ad sizes sold into J.
- Comparative analysis with competitors
- Background on fonts selected for the redesign
According to a recent survey, the Bay Area is the fourth largest Jewish market in the United States.

Continuously published since 1895, J. chronicles the diverse, dispersed and innovative Jewish community of the Bay Area.

J. is the only media entity in the Bay Area presenting news through a Jewish lens, serving as a public forum for community members, and dedicated to connecting and inspiring the diverse population of Bay Area Jews. J. gives readers local Jewish news not reported elsewhere, covering innovations, leaders and trends.

J. is engaged with the full range of what it means to be Jewish today — from politics, religion, and the arts — to home, family, food, education, community and more.

Our readers are affluent, educated and involved.
## 2020 PUBLISHING SCHEDULE

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Supplement(s)</th>
<th>Reservation Deadline</th>
<th>Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 10</td>
<td>Bay Area Showcase (Advertorial)</td>
<td>December 31</td>
<td>January 6</td>
</tr>
<tr>
<td>January 24</td>
<td>Camps &amp; Education</td>
<td>January 14</td>
<td>✓ January 17</td>
</tr>
<tr>
<td>February 7</td>
<td>Senior Life Business, Professional &amp; Real Estate</td>
<td>January 28</td>
<td>February 3</td>
</tr>
<tr>
<td>February 21</td>
<td>Arts, Culture &amp; Judaica Home &amp; Garden</td>
<td>February 11</td>
<td>✓ February 14</td>
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<tr>
<td>March 6</td>
<td>Celebrations</td>
<td>February 25</td>
<td>March 2</td>
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<tr>
<td>March 20</td>
<td>Passover Food Camps &amp; Kids</td>
<td>March 10</td>
<td>March 16</td>
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<tr>
<td>April 3</td>
<td>Passover Greetings</td>
<td>March 24</td>
<td>March 30</td>
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<tr>
<td>April 17</td>
<td>Israel Independence</td>
<td>April 7</td>
<td>April 13</td>
</tr>
<tr>
<td>May 1</td>
<td>Senior Life Business, Professional &amp; Real Estate</td>
<td>April 23</td>
<td>April 29</td>
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<tr>
<td>May 15</td>
<td>Bay Area Showcase (Advertorial) Volunteers</td>
<td>May 5</td>
<td>May 11</td>
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<tr>
<td>May 29</td>
<td>Salute to Graduates</td>
<td>May 19</td>
<td>✓ May 22</td>
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<tr>
<td>June 12</td>
<td>Celebrate Diversity</td>
<td>June 2</td>
<td>June 8</td>
</tr>
<tr>
<td>June 26</td>
<td>Senior Life Arts, Culture &amp; Judaica</td>
<td>June 16</td>
<td>June 22</td>
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<tr>
<td>July 10</td>
<td>Celebrations Real Estate Showcase</td>
<td>June 30</td>
<td>July 6</td>
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<tr>
<td>July 24</td>
<td>Back to School</td>
<td>July 14</td>
<td>July 20</td>
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<tr>
<td>August 7</td>
<td>Business, Professional &amp; Real Estate Spotlight on Women Business Leaders (Advertorial)</td>
<td>July 28</td>
<td>August 3</td>
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<tr>
<td>August 21</td>
<td>The Synagogue Today Senior Life</td>
<td>August 11</td>
<td>August 17</td>
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<tr>
<td>September 4</td>
<td>Rosh Hashanah Food</td>
<td>August 25</td>
<td>August 31</td>
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<tr>
<td>September 18</td>
<td>Rosh Hashanah Greetings</td>
<td>September 8</td>
<td>September 14</td>
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<tr>
<td>October 2</td>
<td>Readers’ Choice</td>
<td>September 22</td>
<td>✓ September 25</td>
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<tr>
<td>October 16</td>
<td>Senior Life Charitable Giving</td>
<td>October 6</td>
<td>October 12</td>
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<tr>
<td>October 30</td>
<td>Spotlight on Education (Advertorial)</td>
<td>October 20</td>
<td>October 26</td>
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<td>November 13</td>
<td>Bay Area Showcase (Advertorial)</td>
<td>November 5</td>
<td>November 11</td>
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<td>November 27</td>
<td>Hanukkah Food &amp; Gifts End of Year Giving</td>
<td>November 19</td>
<td>November 23</td>
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<tr>
<td>December 11</td>
<td>Hanukkah Greetings Celebrations</td>
<td>December 1</td>
<td>December 7</td>
</tr>
<tr>
<td>December 18</td>
<td>Senior Life</td>
<td>December 8</td>
<td>December 14</td>
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</tbody>
</table>

**DEADLINES:** Space reservation is 10 days before issue date and all artwork is due the Monday before the issue date except where noted (*).
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

<table>
<thead>
<tr>
<th>Size</th>
<th>Columns x Units</th>
<th>Width x Height</th>
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<tbody>
<tr>
<td>1/24</td>
<td>1 x 1</td>
<td>2.29&quot; x 1.83&quot;</td>
</tr>
<tr>
<td>1/12 h</td>
<td>2 x 1</td>
<td>4.75&quot; x 1.83&quot;</td>
</tr>
<tr>
<td>1/12 v</td>
<td>1 x 2</td>
<td>2.29&quot; x 3.83&quot;</td>
</tr>
<tr>
<td>1/8 h</td>
<td>3 x 1</td>
<td>7.20&quot; x 1.83&quot;</td>
</tr>
<tr>
<td>1/8 v</td>
<td>1 x 3</td>
<td>2.29&quot; x 5.83&quot;</td>
</tr>
<tr>
<td>1/6</td>
<td>2 x 2</td>
<td>4.75&quot; x 3.83&quot;</td>
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<tr>
<td>1/4</td>
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<tr>
<td>1/2 h</td>
<td>4 x 3</td>
<td>9.67&quot; x 5.83&quot;</td>
</tr>
<tr>
<td>1/2 v</td>
<td>2 x 6</td>
<td>4.75&quot; x 11.83&quot;</td>
</tr>
</tbody>
</table>

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 4 x 6 10.75" x 13"
this includes .125" bleed on all sides, which will be cut off when the paper is trimmed
all text and logos should be at least .5" in from the bleed edge=live area is 9.5" x 11.75"

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.
**J. full page (4x6) bleed ad specs**

**Document Size** should be 10.75" x 13"

All artwork, photos, backgrounds should extend to the edges (black solid line)

Page will be trimmed at 10.5" x 12.75" (red dashed line)

All text, logos, important photos, etc. should be contained within the **safe zone** of 9.5" x 11.75" (green dashed line)

**PLEASE DO NOT SEND FILE WITH CROP MARKS or BORDERS!**

Send pdf file sized at 10.75" x 13"

Color must be CMYK (not RGB) and at least 300 dpi at 100% size.

You may have white around all edges of your ad (floating on the page) but document size must still be 10.75" x 13"

If you are working with an outside design firm or agency, please send them these new guidelines. What they send to you to review may have crop marks, but what you/they send to us should NOT have them.

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**Headline headline headline text and more**

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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 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 exactly.

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

Three distinct weekly E-newsletters reach 10,000+ digital subscribers per day with an ad message embedded at the top of J.’s content:

**TUESDAY** Views & Opinions
Our best op-eds, editorials and letters to the editor.

**THURSDAY** Arts & Events
Best bets for Jewish arts and events around the Bay Area.

**FRIDAY** Best of the Week
The latest news from the Bay, a best of the best.

**DISPLAY AD SIZE:** 600 x 90 pixels
**RATE:** $325 per newsletter

DEDICATED E-BLASTS

Ad message sent to J.’s 10,000+ digital subscribers with just your content. A subject line is required for the email is required.

**DISPLAY AD SIZE:** 600 x 900 pixels, or any height.
**RATE:** $400

GUIDELINES & DEADLINES FOR EMAIL MARKETING

Content must be provided in either .jpg or .png format and RGB color format.
Ads are due 5 days prior to post date.
URL to line email to is required.
Our website attracts community minded readers who turn to J. for news and matters of interest to the Jewish Bay Area.

We average 250,000 page views per month.

Demographics:
18-24 .......... 11%
25-34 .......... 23%
35-44 .......... 18%
45-54 .......... 16.5%
55-64 .......... 16.5%
65+ ........... 15%

MONTHLY RATES
Leaderboard 728 x 90 pixels $710
Half Page 300 x 600 pixels $710
Medium Rectangle 300 x 250 pixels $625
includes desktop and mobile

GUIDELINES & DEADLINES
Ad must be provided in either .jpg or .png format and RGB color format.
Ads are due 5 days prior to post date.
When purchasing a leaderboard ad, BOTH desktop and mobile sizes need to be provided.
PRE-PRINTED INSERTS

SIZE
Inserts must be smaller than 10" x 12" and larger than 5" x 8" and must be designed to run on an inserting machine. Single sheets should be at least as thick as 60# book and no thicker than 12 pt cover. Folded pieces must be designed so the piece can insert; map folds and gate folds will not work. If you are designing a thick or multi-fold product, we strongly urge you to involve our printer in the design stage.

Contact Steve Jackson at 707.444.6236 x501 or sjackson@western-web.net

CONTENT
J. must see a copy of the insert for approval prior to insertion. Periodical class postal rules regulate the type and size of materials which qualify as inserts into the publication. No insert can have a pre-printed postage indicia. J. accepts free-standing inserts (FSI) provided they meet U.S. postal requirements and approval.

DELIVERY
The advertiser is responsible for printing and delivery of the insert to our mail house. Include the following information with inserts:
- Publication Name: J. The Jewish News Weekly
- Business Name:
- Advertising Rep Name:
- Issue Date:
- Total Inserts:
- Contact Name:
- Phone Number:

Inserts must be delivered the Friday before publication date to:
Western Web
1900 Bendixsen Street, #2
Samoa, CA 95564
Attention: Steve Jackson
PRINT DISTRIBUTION

North Bay 15%
San Francisco 27%
East Bay 25%
Peninsula/South Bay 28%
Outside the Bay Area 5%

REACH: 40,000 READERS PER ISSUE*

*Based on three readers per copy; 13,500 circulation