

# WASHINGTON JEWISH WEEK

301.230.2222

## 2007 ADVERTISING

**DEMOGRAPHICS:** \$125,000 average household income  
 43% have incomes of \$150,000 or more  
 89% are college graduates  
 56% earned a graduate degree  
 78% of subscribers own investments  
 68% own/lease two or more cars

96% eat out 11 or more times per month  
 86% read four out of the last four issues  
 40% spend 1/2 hour or more reading wjw  
 62% keep wjw in home for 6 or more days  
 86% respond to advertisements

*\*from marketing analysis associates, san diego, california*

### SPECIAL SECTIONS:

<b>dining</b>	january 18, 25 february 1, 8	<b>sweetheart dining and gifts</b>	february 22
<b>wonderful weddings</b>	february 22	<b>wonderful weddings**</b>	february 22
<b>glossies**</b>	february 22	<b>wonderful weddings</b>	february 22
<b>wonderful weddings</b>	february 22	<b>wonderful weddings</b>	february 22
<b>bar/bat mitzvah planner</b>	february 22	<b>bar/bat mitzvah planner**</b>	february 22
<b>party planner</b>	february 22	<b>mother's day dining &amp; gifts</b>	february 22
<b>wonderful weddings</b>	february 22	<b>party planner**</b>	february 22
<b>bar/bat mitzvah planner</b>	february 22	<b>summer dining &amp; entertainment</b>	february 22
	february 22	<b>wonderful weddings**</b>	february 22
	february 22	<b>bar/bat mitzvah planner**</b>	february 22
	february 22	<b>winter dining &amp; entertainment</b>	february 22
	february 22	<b>lively arts</b>	february 22

**seniors**  
 january 4  
 february 1  
 march 1  
 april 5  
 may 3  
 june 7  
 july 5  
 august 2  
 september 6  
 october 4  
 november 1  
 december 6

**financial**  
 march 8  
 may 10  
 september 20  
 october 18

**camp & school**  
 january 18\*  
 february 15\*  
 may 17  
 august 16  
 december 14

### holidays

passover  
 march 15  
 march 22  
 march 29  
 april 5  
 august 30  
 september 6  
 september 13  
 november 15  
 november 22  
 november 29  
 december 6

### general

business profiler  
 gifts & grads  
 guide to  
 jewish life\*\*\*  
 cfc/united way  
 january 25  
 april 26  
 july 27  
 september 20

### real estate

every week

\*pullout supplement

\*\* glossy, magazine style

\*\*\*Separately mailed

### RATES:

(per ad)

size	dimensions	open	6x	13x	26x	52x
full	9.75" x 11.75"	\$2715	\$2245	\$1900	\$1765	\$1555
junior	7.12" x 11.75"	\$2170	\$1795	\$1520	\$1410	\$1245
1/2 (h)	9.75" x 5.78"	\$1360	\$1120	\$950	\$880	\$775
1/2 (v)	4.75" x 11.75"	\$1360	\$1120	\$950	\$880	\$775
1/4 (h)	9.75" x 2.8"	\$815	\$675	\$570	\$530	\$470
1/4 (v)	4.75" x 5.78"	\$815	\$675	\$570	\$530	\$470
1/8 (h)	4.75" x 2.8"	\$355	\$295	\$250	\$230	\$205
1/8 (v)	2.25" x 5.78"	\$355	\$295	\$250	\$230	\$205
1/16	2.25" x 2.8"	\$180	\$150	\$125	\$120	\$100

### MECHANICALS:

*\*wjw reserves the right to substitute fonts if not provided or if fonts are incompatible with our operating system. wjw is not liable for any change in appearance that may occur as a result of font substitution.*

**preferred format:** PDF (with postscript fonts and all fonts embedded)

**email:** production@washingtonjewishweek.com, include advertisers name and date of ad on subject line. save files as "pub.date\_client name." a print out must be faxed as well (direct it to your account executive's attention). pdf's are not acceptable as proofs as they still require wjw to output an accurate version.

**accepted formats:** quarkxpress 6, adobe acrobat 6, adobe illustrator cs2, adobe photoshop cs2, adobe indesign cs2. include: all screen and printer fonts used (only post-script fonts, no true-type fonts\*), all graphics and images in tiff or jpeg format at 300 dpi resolution, any special instructions, print out of ad, pdf files (with fonts embedded), eps files (with fonts embedded, converted to outlines), pms color (if applicable)

we accept macintosh format zip disks, cds, and dvds