

# THE Hebrew Watchman

CELEBRATING 95 YEARS | SERVING MEMPHIS AND MID-SOUTH JEWRY SINCE 1925

## Mechanical Requirements for Ads

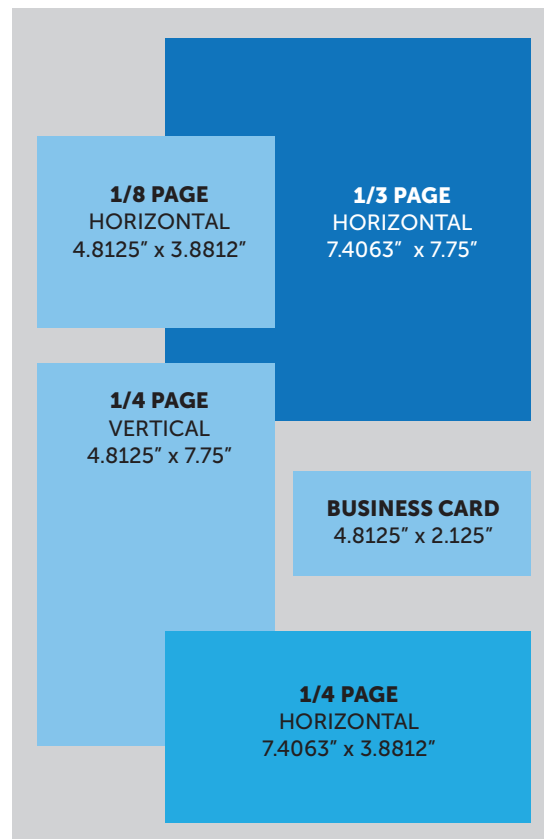
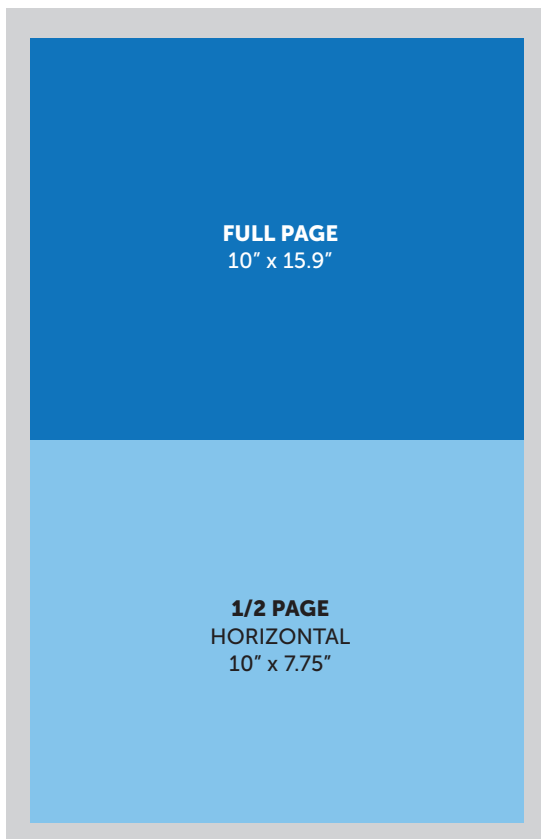
We require files created in the following Macintosh applications: InDesign, Adobe Illustrator and Adobe Photoshop, supplied on a Macintosh-formatted CD, or electronically via e-mail or dropbox. Macintosh fonts must be used exclusively. PC documents and fonts are not compatible. All electronic files and images should be in CMYK mode, 300 dpi, and saved as .tiff, .eps, .jpeg or pdf files. Convert all text in Adobe Illustrator files to outlines. Artwork sent on disk must be camera-ready and compatible with

Publisher's mechanical requirements and on CD. Publisher is not responsible for errors or omissions on ads provided on disk. If additional work is required to ensure proper output, production charges will be billed to Advertiser at a rate of \$75 per hour. If ad is constructed on a PC/windows computer the ad must be submitted as a high resolution PDF with fonts embedded and mail a color proof. Files can be stuffed or zipped and emailed.

## Ad Sizes

Full Page . . . . . 10" x 15.9"  
1/2 Page . . . . . 10" x 7.75"  
1/4 Page Horizontal . . . . . 7.4063" x 3.8812"  
1/4 Page Vertical . . . . . 4.8125" x 7.75"

1/3 Page Horizontal . . . . . 7.4063" x 7.75"  
1/8 Page Horizontal . . . . . 4.8125" x 3.8812"  
Business Card . . . . . 4.8125" x 2.125"  
Classified . . . . . 2 to 3 Sentences



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## Ad Rates

Blank	Single Insertion	13 Week Contract	26 Week Contract	52 Week Contract
Full Page	\$950	\$900	\$875	\$850
1/2 Page (Horiz.)	\$550	\$525	\$500	\$475
1/3 Page (Square)	\$450	\$425	\$400	\$375
1/4 Page (Vert.)	\$400	\$375	\$350	\$325
1/4 Page (Horiz.)	\$400	\$375	\$350	\$325
1/8 Page	\$225	\$200	\$175	\$150
Business Card	\$100	\$100	\$100	\$100
Classified	\$50	\$50	\$50	\$50