

## Display Advertising & Rates

Advertising within the editorial pages of B'nai B'rith Magazine



### FOUR COLOR RATES

	1X	2X	4X
Two Page Double Truck	\$ 6,800	\$ 6,100	\$ 5,800
Full Page	\$ 4,000	\$ 3,600	\$ 3,400
2/3 Page	\$ 3,250	\$ 2,900	\$ 2,750
1/2 Page	\$ 2,500	\$ 2,250	\$ 2,150
1/3 Page	\$ 1,750	\$ 1,575	\$ 1,500
1/4 Page	\$ 1,500	\$ 1,350	\$ 1,275
1/6 Page	\$ 1,000	\$ 900	\$ 850

Black and white pricing available at a 15% discount upon request. Please ask your sales executive for details.

### PRODUCTION DATES

ISSUE	ORDER CLOSING DATE	MATERIALS DEADLINE	ISSUE MAILED
	INSERTION ORDER MUST BE RECEIVED NO LATER THAN DATE BELOW	INSERTION ORDER, FINAL FILES AND PROOF MUST BE DELIVERED NO LATER THAN 5 P.M. ON THE DATES BELOW.	
SPRING 2011	February 11	February 28	March 28
SUMMER 2011	May 12	May 26	June 27
FALL 2011	July 28	August 9	September 6
WINTER 2011	October 18	October 31	November 28

### SPECIAL ISSUES

**SPRING '11** - Passover

**FALL '11** - Rosh Hashanah

**WINTER '11** - Chanukah Issue

PUBLISHER RESERVES THE RIGHT TO REJECT ANY ADVERTISING IT FEELS WOULD BE INCONSISTENT WITH B'NAI B'RITH OBJECTIVES AND ACTIVITIES.

**CANCELLATION AND SHORT RATE:** Cancellation of any portion of any contract and/or insertion order by or on behalf of the advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including previously published advertisements, and may result in a short rate. Advertisers will be short-rate invoiced if the terms and conditions following are not met and/or if contract or insertion order and payment terms are not adhered to.

**PAYMENT TERMS:** Payment for advertisements is due within 30 days from date of invoice. Interest will be charged at a rate of 1.5% per month on past-due balances after 90 days from date of invoice. Advertiser and/or Agency agree to reimburse B'NAI B'RITH magazine for any and all costs incurred in the collection of any unpaid portion of the charge for the advertisement, including, but not limited to, attorneys' fees and court costs.

**INSERTION REQUIREMENTS:** Ads will automatically run in the issue(s) specified in the original contract unless written notice at least 30 days prior to the closing date is provided requesting that the ad run in a different issue. Failure to provide said notice may result in artwork being "picked-up" from a previous insertion and/or the short rate being applied to the contract or insertion order. Contracted space must be used within a ten-issue (one year) time period unless otherwise specified in writing, on the original contract and/or insertion order.

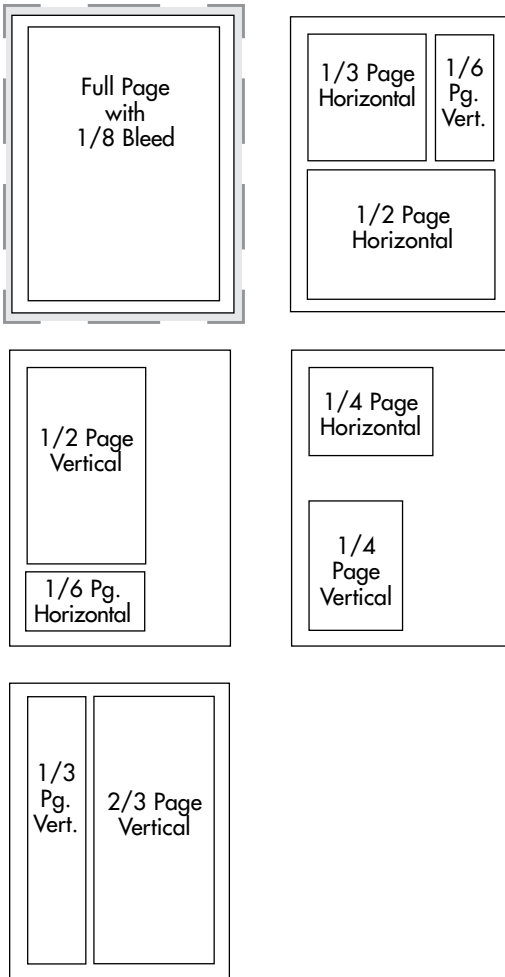
**SPECIAL RATES:** All gate folds, inserts and multi-page advertisements must be discussed in advance with B'NAI B'RITH Magazine's Sales Department to establish mechanical feasibility and rates.

ADDITIONAL TERMS AND CONDITIONS MAY APPLY; SEE CONTRACT FOR DETAILS.

### B'NAI B'RITH INTERNATIONAL

2020 K Street, N.W. • 7th Floor • Washington, D.C. 20006

Advertising Phone: 301-604-3466



DISPLAY AD SIZES	VERTICAL Width & Depth	HORIZONTAL Width & Depth
<b>Non-Bleed Ads</b>		
Full Page Ads	7" x 9.75"	
2/3 Page	4.5" x 9.75"	
1/2 Page	4.5" x 7.25"	7" x 4.625"
1/3 Page	2.25" x 9.75"	4.5" x 4.625"
1/4 Page	3.5" x 4.5"	4.5" x 3.625"
1/6 Page	2.25" x 4.5"	4.5" x 2.25"
<b>Bleed — Full Page Ads</b>		
Full Page Bleed	8.25" x 10.75"	
Trim Size	8" x 10.5"	
Live Area	7" x 9.75"	
Gutter Safety	.25" total	
Copy Safety	.375" from trim edge	
<b>Bleed — Spread</b>		
2-Page Spread	16.25" x 10.75"	
Trim Size	16" x 10.5"	
Live Area	15.75" x 9.75"	
Gutter Safety	.5" total	
Copy Safety	.375" from trim edge	

B'NAI B'RITH magazine is on a Mac-based platform with a 100% digital workflow in which every page is produced in-house. We do not rely on pre-press facilities. The magazine uses computer-to-plate, web offset printing with saddle-stitch. Any and all materials provided are presumed to be correct and in accordance with SWOP and stated requirements. (For more information on SWOP standards, go to [www.swop.org](http://www.swop.org).) It is the advertiser's and/or ad provider's responsibility to apply professional standards and courtesies to the ad production process. Advertisers are wholly responsible for the quality of their materials, including color and halftone accuracy, and publisher will not be held responsible for printing complications that arise due to non-conforming materials.

**E-MAIL ADS TO:**  
adproduction@bnaibrith.org

### HI-RES PDF SPECIFICATIONS

PDF files must be created with a universal PPD and correct job option settings. High-resolution images and fonts must be embedded when the PostScript file is saved. Images must be SWOP (CMYK), TIFF or EPS formatted at 300 dpi or higher, 280% density max. Do not nest files within another EPS file. Any and all Pantone/spot colors must be converted to CMYK before PostScript is saved. All required image trapping must be included in the file.

### NATIVE FILES

We are not PC compatible. We prefer hi-res PDF files; however TIFF, InDesign, Quark, Illustrator and PhotoShop files will be accepted.

- InDesign CS2+
- Quark (v. 6+ accepted)
- PhotoShop (v. CS2+, saved as a flat TIFF or EPS file)
- Adobe Illustrator (with type converted to paths and saved as an EPS file, (NO TRANSPARENCY EFFECTS))

### FONTS

Only PostScript/Type-1 fonts are accepted. If sending native files, please include both the screen and printer fonts. We cannot accept PC fonts, OpenType and True Type fonts.

### COLORS

All colors appearing in the ad must be built from process colors (CMYK). Ads with spot colors, or two- and three-color ads should be built from CMYK. Converting colors to CMYK from RGB causes changes in the color. We cannot be held responsible for shifts in color if ad is not correctly set up to SWOP specifications.

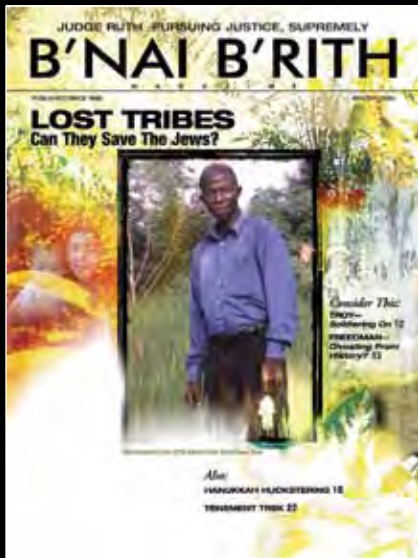
### COMPATIBLE MEDIA

- CD ROM
- DVD

### MORE INFO

For questions or concerns about submitting files please e-mail [adproduction@bnaibrith.org](mailto:adproduction@bnaibrith.org) or call 202-857-2739.

## B'nai B'rith: The Global Voice of the Jewish Community



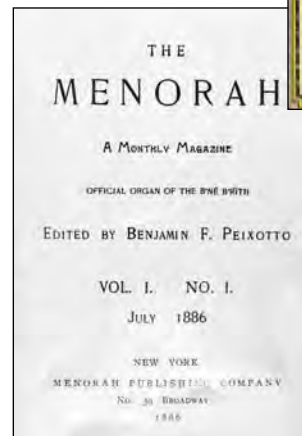
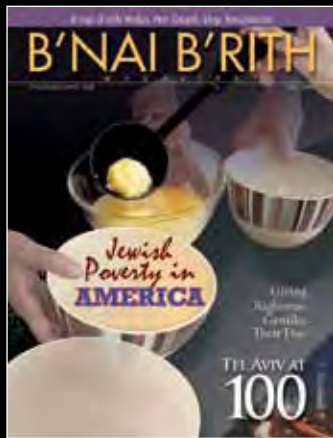
Hospitals, orphanages, libraries, disaster relief, camps, education, agencies to fight bigotry and hatred, havens for college students, non-denominational high school youth programs, non-sectarian homes for the elderly of limited income, international advocacy, and much more. These and hundreds more remarkable and enduring achievements of Jewish life in the last 160 years bear the signature of one great organization: B'nai B'rith.

With active members involved in the social and political landscapes in nearly 50 countries worldwide, B'nai B'rith has a record of leadership, innovation, and enduring achievement. In the 21st century, as the world is confronted by new challenges, B'nai B'rith is focused on the most critical issues facing today's Jewish world:

**The Aging of America** — With more than three decades of experience, including the management of nearly 40 senior-living facilities in nearly 40 communities, B'nai B'rith is universally respected as the leading Jewish organizational expert on aging. This allows B'nai B'rith to actively advocate for the rights of seniors. From health care to Social Security, affordable housing to long-term care, we seek to make it easier for older people to live with autonomy and dignity.

**Community Activism** — From its earliest days, B'nai B'rith has been committed to the concept of tikkun olam, making the world a better place. Whether a program involves humanitarian aid and medications for local communities, or for countries in crisis, clothing and feeding the poor, or providing holiday celebrations for immigrants, B'nai B'rith's network of activists gives generously of their time and resources.

**Human Rights and Advocacy** — An organization with members in nearly 50 countries can open doors in Congress, world capitals, the United Nations, and legislative halls across America. An organization so well-known and respected can instantly bring the weight of public opinion to bear on critical issues including advocating for Israel. It can confront the challenges of our times and work for human rights and dignity for all. That organization is B'nai B'rith.



## Reader Demographics of B'nai B'rith Magazine = Buying Power\*

**B'nai B'rith Magazine is read and trusted by a broad spectrum of the Jewish community with the resources and desire to make purchases to enhance their individual lifestyles.**

**They're loyal to the magazine—and by extension, to its advertisers:**

- 62% of them have been reading the magazine for more than 10 years; many of them for more than 20!
- 42% spend more than 30 minutes reading each issue, and 52% report that they read at least half of every issue.
- 30% indicate that, in the previous year, they have acted at least once as a result of reading an ad in B'nai B'rith Magazine.

**They're active, interested and engaged in the world around them. In the three years prior to the survey:**

- 72% traveled on vacation –
  - 68% traveled outside the U.S., an average of 1.6 times per person
  - 88% traveled within the U.S., an average of two trips per person
  - 45% took an average of one cruise trip vacation
- 63% participated in physical fitness/exercise programs
- 27% played golf
- 58% walked for health
- 74% read books
- 38% purchased recorded music, books, videos

**They're financially well off, and generally homeowners:**

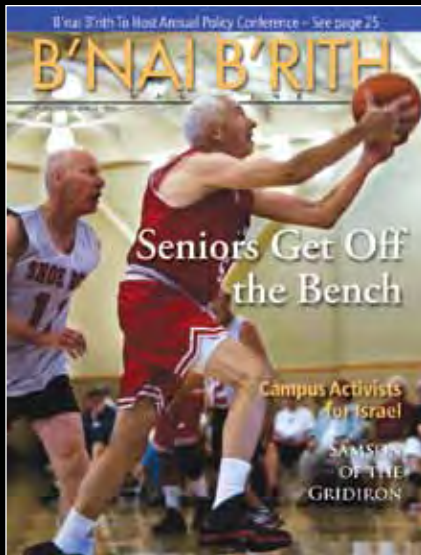
- Average household income of \$118,600, with 57% reporting an income of at least \$100,000.
- 91% own their primary residence and 24% have a secondary residence.
- The average portfolio value is \$371,100.
- 40% report an investment value of \$500,000 or more!

**They're avid consumers of a wide range of products:**

- Prescription medicines: 89%
- Books (general interest): 79%
- Medical supplies: 68%
- Vitamins and supplements: 66%
- Health and beauty products: 58%
- Kosher products: 48%
- Jewelry/watches: 43%
- Books (Jewish interest): 39%

**They own an average of two cars and nearly half own luxury automobiles. And 76% have ordered by mail, web or phone in the last year!**

**Get your share of this lucrative market. Advertise in B'nai B'rith Magazine!**



\* Data from a readership study conducted in June 2002 by Lewis & Clark Research



**From politics to personalities, culture to religion, travel to art, B'nai B'rith Magazine covers the broadest spectrum of the Jewish world in the 21st century.**

**Coverage is Key...**

Few other magazines reach as broad a cross section of the Jewish world—men and women, the secular and the religious, small business owners, civic and business leaders, and the up-and-coming in today's Jewish community.

**Continuity is Key...**

Published since 1886 as the official publication of B'nai B'rith, the world's most widely known and respected Jewish organization. To its more than 200,000 readers, it's just their favorite way to stay current on Jewish issues.

**Quality is Key...**

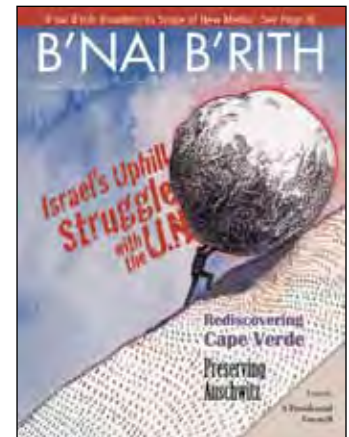
This award-winning, glossy, full-color quarterly magazine brings a timely and trusted perspective to the politics, culture, and humor of everyday Jewish life.

**Technology is Key...**

Beyond the print publication, you can find B'nai B'rith Magazine online at [www.bnaibrith.org](http://www.bnaibrith.org). Not only are there "web exclusives" to read, but with the entire magazine available online, readers can click on your ad, which includes a free web link, bringing them directly to your product's website.



**If it affects today's Jewish world, you'll find it here. Let the American Jewish community find your business there, too, by advertising in B'nai B'rith Magazine!**



*B'nei B'rith Magazine* presents information and analysis on topics of interest and concern to the domestic and international Jewish community; insight into issues not yet on the radar screen; and news about current and future **B'nei B'rith International** endeavors. From the environment to anti-Semitism on campus, domestic abuse to disaster relief — with a side trip into the humor and foibles of Jewish life — *B'nei B'rith Magazine* is a must-read for the inquiring Jewish mind.



*B'nei B'rith Magazine* serves the community as the go-to general interest Jewish magazine with an eclectic collection of articles spanning foreign and domestic policy, health care, Jewish geography, food, culture, and more. *B'nei B'rith Magazine* successfully juxtaposes stories about the U.N. Human Rights Council and the Jews of Cape Verde in one issue, with stories about Iran in Latin America and eco-kosher food in the next. You can read about small-town American Jews and policies on aging in one issue, and keeping Jews safe and alternative energy in another.

You can see these and more by visiting [www.bnaibrith.org](http://www.bnaibrith.org). With such a vast array of stories, there is endless opportunity to get your message to a captive audience. Advertise with *B'nei B'rith Magazine* today!