

MEDIA KIT

B'NAI B'RITH

M A G A Z I N E

BBM Online Ads Specifications

SIZE	STYLE	GIF WEIGHT	FLASH WEIGHT	COST
300 px X 250 px	Square	25 KB	35 KB	35 KB
336 px X 280 px	Square	25 KB	35 KB	35 KB
728 px X 210 px	Large Leaderboard	30 KB	40 KB	40 KB



300 X 250

300 px X 250 px



336 X 280

336 px X 280 px



728 X 210

728 px X 210 px

The large leaderboard would be at the top of the landing page or embedded within content on the editorial pages. The squares are embedded in editorial content in the stories. Each ad is clickable to a link of your choosing (within reason and at the discretion of B'nai B'rith International).

MEDIA KIT - B'NAI B'RITH MAGAZINE

Display Advertising Calendar

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

FOUR COLOR RATES

	1X	2X	4X
Two Page Double Truck	\$5,100	\$4,575	\$4,350
Full Page	\$3,000	\$2,700	\$2,550
2/3 Page	\$2,440	\$2,175	\$2,050
1/2 Page	\$1,875	\$1,700	\$1,600
1/3 Page	\$1,300	\$1,175	\$1,125
1/4 Page	\$1,100	\$1,000	\$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 INSERTION ORDER MUST BE RECEIVED NO LATER THAN DATE BELOW.	MATERIALS DEADLINE INSERTION ORDER, FINAL FILES AND PROOF MUST BE DELIVERED NO LATER THAN 5 P.M. ON THE DATES BELOW.	ISSUE MAILED
SPRING 2019	March 1	March 29	April 8
SUMMER 2019	May 24	June 3	June 24
FALL 2019	August 19	August 30	September 16
WINTER 2019	October 10	November 5	December 10

SPECIAL ISSUES

SPRING '19 - Passover

FALL '19 - Rosh Hashanah

SUMMER '19 - Independence Day

WINTER '19 - Chanukah

Publisher reserves the right to reject any advertising it feels would be inconsistent with B'nai B'rith objectives and activities.

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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.

Ad Submission Guidelines

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.) 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 JPG, TIFF, and PhotoShop files will be accepted.

- InDesign CS4+
- PhotoShop (CS4+, saved as a flat TIFF or EPS file)

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.

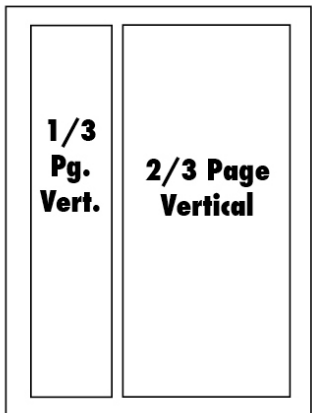
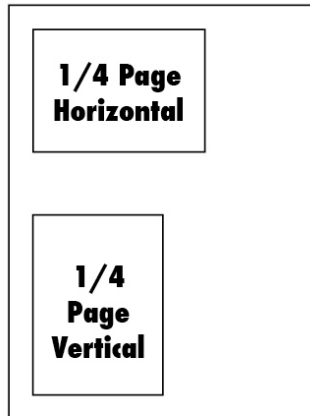
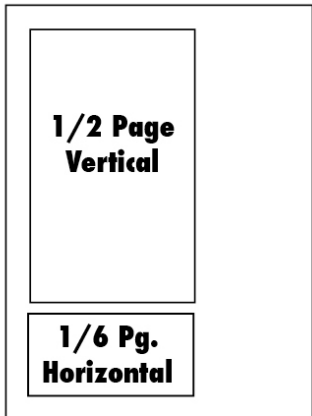
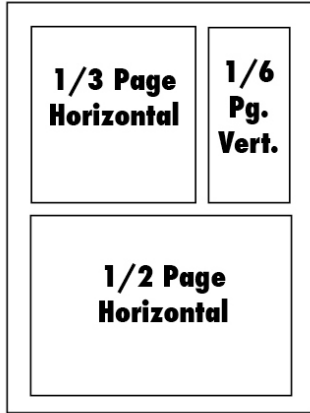
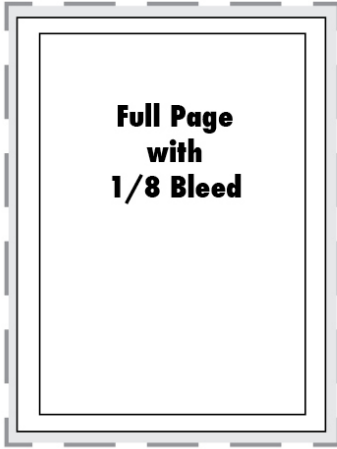
COMPATIBLE MEDIA

- CD ROM
- DVD

MORE INFO

For questions or concerns about submitting files please e-mail adproduction@bnaibrith.org or call 202-857-2739.

MEDIA KIT - B'NAI B'RITH MAGAZINE



DISPLAY AD SIZES

VERTICAL
Width & Depth

HORIZONTAL
Width & Depth

Non-Bleed Ads

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"

Bleed - Full Page Ads

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

Bleed - Spread

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