Use the power and reach of the Ledger brand to connect with the largest Jewish audience in the region.

Ledger@90
Local, National & World News & Information since 1929

MEDIA KIT
BE A PART OF THE NEWS AT JEWISHLEDGER.COM

Jewishledger.com averages 15,000 unique visitors/month;
Ads on jewishledger.com average 125 clicks & 2300 impressions/day;
75.5% visitors are 18-44.

JEWISHLEDGER.COM WEB BANNER AD 728 X 90 pixels - $395 per month
Your ad in rotation at the top of jewishledger.com. One click on your ad takes the reader to your own website.

YOUR FEATURED VIDEO $360/week
on the JewishLedger.com home page

ALL PRINT PUBLICATIONS ARE AVAILABLE TO VIEW ON JEWISHLEDGER.COM IN DIGITAL FORMAT WITH LIVE ADS
OUR HIGHLY-QUALIFIED EMAIL LIST CONNECTS YOU WITH CUSTOMERS

Your ad sent to our list of over 10,000 email addresses

EMAIL BLASTS WITH PROVEN RESULTS BOAST AN INDUSTRY-IMPRESSIVE OPEN RATE OF 8% AND CLICK-THRU RATE OF 5%*

DIGITAL ADS CAN BE CUSTOM CREATED AT NO CHARGE!

* In its response rate report, the Direct Marketing Association (DMA) analyzed Bizo & Epsilon data and found that direct mail achieves response rate of 4.4% and 0.12% for email.

DEDICATED EMAIL BLAST (DEB)
6” X 6” $795 or 2 blasts for $1500
Your ad is emailed with a special subject line that’s all yours - and goes out in a “blast” to our list of over 10,000
CREATE YOUR OWN SUBJECT LINE

SOCIAL MEDIA PACKAGES AVAILABLE

THE LEDGER EBLAST CONNECTED US WITH OUR CONCERT AUDIENCE MORE THAN ALL OF OUR OTHER ADVERTISING COMBINED”
CHAIRS OF BETH EL TEMPLE MUSIC & ARTS, WEST HARTFORD

Dedicated Email Blast (DEB)
6” X 6” $795 or 2 blasts for $1500
Your ad is emailed with a special subject line that’s all yours - and goes out in a “blast” to our list of over 10,000
Create your own subject line

Social Media Packages Available

“The Ledger Eblast Connected Us with Our Concert Audience More Than All of Our Other Advertising Combined”
Chairs of Beth El Temple Music & Arts, West Hartford

Weekly Newsletter
Eblast Banner Ads
728 X 90 pixels
Your banner ad in Ledger weekly email blast - goes to over 10,000 homes!
$350 per week
THE REGION’S MOST AFFLUENT READERS

- CT: Over 25K readers in print & online weekly
- MA: Over 32K readers in print & online monthly
- 49% of readers 55+ read the Ledger for a main source of info on Jewish life.

EDUCATION & FINANCIAL PROFILE

- 43% of Jewish Ledger readers have household incomes of more than $100,000.
- 1 out of 5 Jewish Ledger readers is a millionaire.
- 1 out of 4 Ledger readers owns a second/vacation home.
- Over 90% of Ledger readers donate to charity.
- 81% have a bachelor’s degree, 25% have a graduate degree.
- 1 out of 5 Jewish Ledger readers is a millionaire.
- 1 out of 4 Ledger readers owns a second/vacation home.
- Over 90% of Ledger readers donate to charity.
- 81% have a bachelor’s degree, 25% have a graduate degree.

TRAVEL & ENTERTAINMENT

- 46% go on vacation 2-3 times per year.
- 30% eat out 5-9 times per month.
- 65% attend theater, museums, concerts 2-3 times per month.

AGE

- 6% under 25
- 37% 26-40
- 40% 41-65
- 17% 66 and over

Data compiled from Ledger readership surveys and JMAP, Jewish News Source

SUPPLY CAMERA READY ART: High resolution (300 dpi) PDF files with embedded fonts; JPG, TIFF also acceptable - NO MSWord files accepted!

QUESTIONS ABOUT AD REQUIREMENTS CONTACT: Chris Bonito <chrisb@jewishledger.com> or Elisa Wagner <elisaw@jewishledger.com>

CONTACT YOUR ACCOUNT EXECUTIVE FOR FREQUENCY DISCOUNTS AND SPECIAL PACKAGE PRICING

RATES: CONNECTICUT OPEN RATE

<table>
<thead>
<tr>
<th>PRINT SIZES NEWSPAPER</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
<th>EIGHTH PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 1/2” x 9 7/8”</td>
<td>$1885</td>
<td>$945</td>
<td>$565</td>
<td>$300</td>
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</tbody>
</table>

RATES: MASSACHUSETTS OPEN RATE

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<th>PRINT SIZES NEWSPAPER</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
<th>EIGHTH PAGE</th>
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<td>9 1/2” x 9 7/8”</td>
<td>$1400</td>
<td>$750</td>
<td>$450</td>
<td>$250</td>
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NON-PROFITS: COLOR 15% OFF OPEN RATE

CONNECT WITH THE PRINTED WORD
Target Our Highly-Qualified Readers

ALL PRINT ADVERTISING IS LIVE ON JEWISHLEDGER.COM & LINKED DIRECTLY TO YOUR WEBSITE

MAGAZINES

Sizes: Full Page 9 1/2” x 9 7/8”

<table>
<thead>
<tr>
<th>MAGAZINES</th>
<th>FULL PAGE</th>
<th>TWO-THIRD</th>
<th>HALF</th>
<th>ONE-THIRD</th>
<th>ONE-SIXTH</th>
<th>OUTSIDE BACK COVER</th>
<th>INSIDE FRONT or INSIDE BACK COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Things Jewish</td>
<td>$2475</td>
<td>$1775</td>
<td>$1385</td>
<td>$995</td>
<td>$550</td>
<td>$4150</td>
<td>$3675</td>
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<tr>
<td>Specialty Magazines</td>
<td>$1600</td>
<td>$1200</td>
<td>$900</td>
<td>$650</td>
<td>$400</td>
<td>$2000</td>
<td>$2700</td>
</tr>
</tbody>
</table>

RATES:

- Supply Camera Ready Art: High resolution (300 dpi) PDF files with embedded fonts; JPG, TIFF also acceptable - NO MSWord files accepted!
- Scanned Images: 600 dpi or highest resolution at 100%.
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- Scanned Images: 600 dpi or highest resolution at 100%.
- Questions About Ad Requirements Contact: Chris Bonito <chrisb@jewishledger.com> or Elisa Wagner <elisaw@jewishledger.com>

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