

Jewish

TORONTO EDITION

Guide

2016

WWW.JEWISHPAGES.CA



Community Resource Guide

index
media
digital marketing agency

PRODUCT OVERVIEW

The **Jewish Guide Spring Edition** is the ultimate resource guide for Jewish families and homeowners. Combined with Jewish Pages, it provides our readers with a consistent product and allows advertisers to double their exposure.

The **Jewish Guide** provides information on businesses, services and products, customized for the local Jewish community.

The **Jewish Guide** also includes valuable resources relating to daily life in the community:

- Jewish holiday traditions
- Jewish schools
- Jewish summer camps
- Community organizations
- Synagogue listings
- Local Kosher establishments
- Traditional recipes
- Upcoming community events
- Ontario festival calendar

The **Jewish Guide Spring Edition** is distributed free of charge door to door in Jewish neighbourhoods and can also be found at restaurants, synagogues, community centres and popular locations familiar to our community.

READERSHIP & DISTRIBUTION BREAK-DOWN

Stores, Businesses, Synagogues & Community Centres

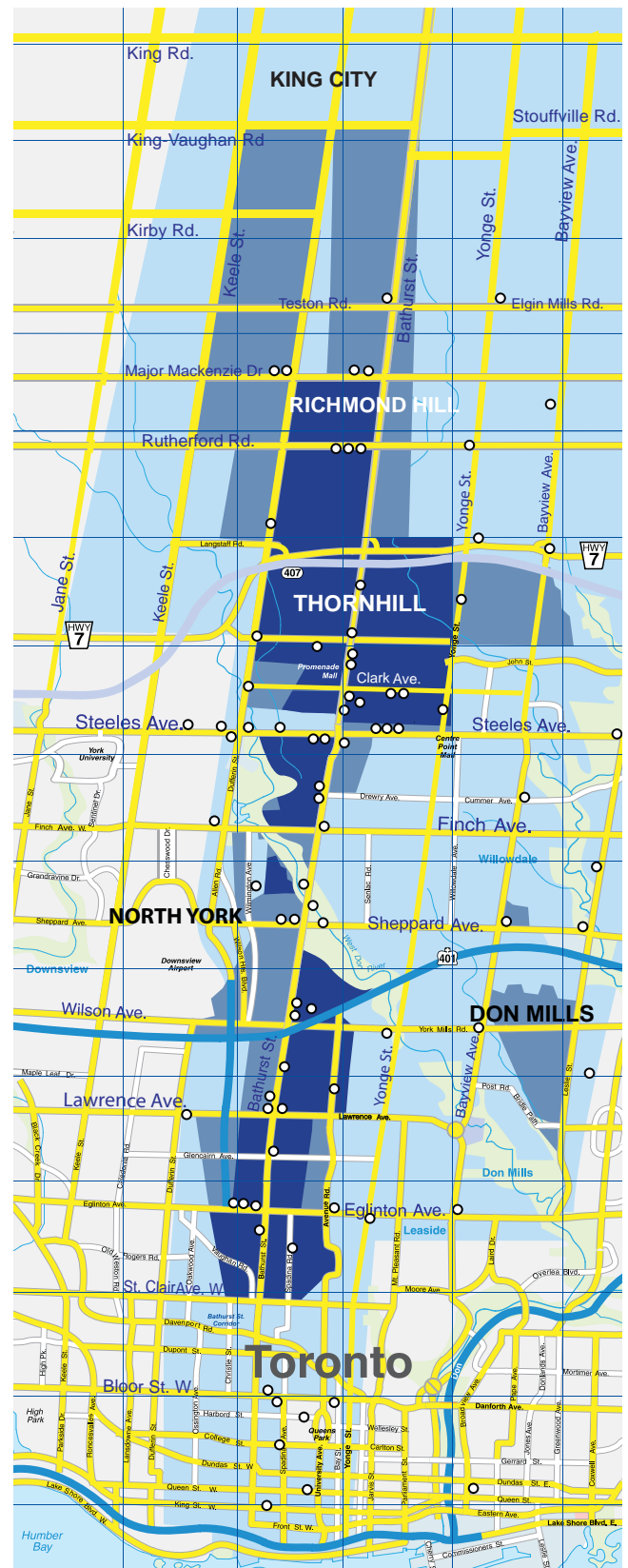
32%

Community Events, Online, & Direct Mail

24%

44%

Homes & Apartments Door to Door Delivery by Mezuzahs







DISTRIBUTION INTENSITY

Moderate High Heavy

○ Distribution Point

PRINT PRICES

Ads

All ads include a basic online listing on www.jewishpages.ca				
	Full page 6" x 8.75"	2/3 page 6" x 5.75"	1/3 page 6" x 2.75"	1/6 page 2.875" x 2.75"
Colour Matte	\$1,950	\$1,450	\$985	\$650
Colour Glossy (Includes same ad on matte paper)	\$2,850	\$1,950	\$1,250	—

Premium Locations

Front cover 2" x 2" "Sponsor Box"	\$1,650 with a minimum purchase of 2/3 page
Inside front cover (full page)	\$2,999
Premium glossy pages (pg 1-10)	\$3,150
Inside back cover (full page)	\$2,599
Outside back cover Full Page	\$7,999
2/3 Page	\$6,450
1/3 Page	\$3,499



Non-profit organizations receive
20% off regular prices
(not valid on premium locations)

10% DISCOUNT off list price for
payment in full upon signing.

- With the purchase of a glossy colour ad you receive the same ad in full colour matte inside the directory
- HST not included
- No charge for graphic design (2 reviews only)
- Discounts cannot be combined



A new directory is published annually and all advertisements are automatically uploaded to our website www.jewishpages.ca free of charge.

Display your ads to thousands of potential Jewish* clients on the Google Display Network



TARGET YOUR ADVERTISING BY

- Devices: Mobile, Tablet or Desktop
- Areas: cities, neighborhoods and postal codes
- Channels: Google Display Network and print publications

PRINT AD



INCREASE BRAND RECOGNITION AND EXPOSURE OF YOUR BUSINESS

When you purchase “Jewish Views”, your banner ads are distributed to large groups of people belonging to this target audience. Without directly searching for you, your business will be displayed to them. Get immediate coverage and plenty of brand exposure and quality traffic to your website. Promote your brand, specials, events and more on diverse content networks. Include eye-catching text & images on your ads for the highest levels of engagement.

Popular Packages	Price
1/3 page matte ad + 50,000 views	\$1,700
2/3 page matte ad + 50,000 views	\$2,050
Full page matte ad + 100,000 views	\$2,750
Full page glossy ad + 200,000 views	\$3,800

Mix & Match*	Price
50,000 views	\$850
100,000 views	\$1,000
200,000 views	\$1,800

*Must be combined with purchase of a print advertisement.

**Online views will be timed in proximity to print publish date.

www.jewishpages.ca

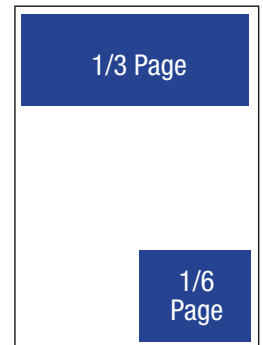
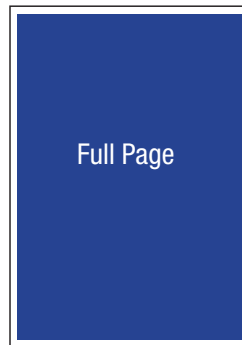


Service	Price
1. Homepage side banner	\$580/annual
2. Homepage daily spotlight	\$820/annual
3. Homepage partner & sponsor slot	Small \$500/annual Medium \$650/annual Large \$750/annual
4. Homepage featured video	\$750/annual \$280/quarter
5. Inner page side banner	\$190/quarter
6. Top category banner	\$590/annual

Service	Price
7. Basic business listing	\$280/annual
• Logo + description	
• 2 categories/keywords	
• Print ad upload	
8. Advanced business listing	\$560/annual
• Logo + description	
• 6 categories/keywords	
• Print ad upload	
• Products gallery	
• Video clip	
• Coupon	
• Stats upon request	

- Prices do not include HST • 20% discount for non-profit organizations (not available on premium ad space locations.)
- 10% discount when paid in full upon signing • Discounts cannot be combined.

Ad	Size
Full Page	6" x 8.75"
2/3 Page	6" x 5.75"
1/3 Page	6" x 2.75"
1/6 Page	2.875" x 2.75"



1. Please provide all original images (photos & other placed graphics) in JPEG /EPS /PDF only.
2. Please provide all scanned images as JPEG/TIFF @ 300 dpi minimum for colour and 600 dpi for black & white images.
3. Please convert all text to outlines/curves to avoid font substitution.
4. Acceptable formats: PDF (press quality), Adobe Photoshop File (PSD).
5. Acceptable Media: CD OR DOWNLOAD FROM FTP SITE.
HOST: 216.70.109.169 LOGIN: index_uploads PASSWORD: index123!
Please name files/folders according to your company's name & notify us when the upload is complete.
6. NO RICH BLACKS OR SPOT COLOURS.

• The publisher is not responsible for quality of artwork which was not supplied to specs • It is the advertiser's responsibility to keep a copy of the artwork • Do not give us your only copy - we may not return it.

Important notice: Upon submission of artwork it is the provider's responsibility to obtain release of rights and follow any applicable copyright laws.



Index Media is a publisher and a distributor of business directories & other advertising products in both print and online media. Our online division provides a complete suite of effective solutions for businesses, including website design, SEO and social media.

