

# Jewish Observer

of Central New York

The *Jewish Observer* is Central New York's monthly Jewish newspaper. The all new *Jewish Observer* made its debut in March 2020, and has already received many kudos and a very warm welcome from both the Jewish and non-Jewish communities of Central New York.

The *Jewish Observer* is published by the Jewish Federation of Central New York and produced by Buffalo Spree Publishing, Inc., with the cooperation of more than 14 local CNY Jewish organizations and synagogues.



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## 3,000

monthly circulation

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**The Jewish Observer is distributed FREE, every month, to Jewish households and businesses in Central New York. The Jewish Observer is also available for free pick-up at locations around Syracuse and is published monthly online.**



Most months, we'll include B'tay Avon!, a page of features about cooks and restaurants, Jewish book reviews, local history features, Jews in the News, agency, synagogue, school and organizational news, obituaries, reflections on Jewish life and thought, and much more. We know that our readers are informed consumers who value quality products and services. The Jewish Observer promises to bring this and so much more to the reader throughout the year!

# JEWISH OBSERVER 2022 EDIT, SALES & DEADLINES:

## JANUARY

To Your Health

**Deadlines:**

**Monday December 6, 2021**

## FEBRUARY

**Deadlines:**

**Monday January 10, 2022**

## MARCH

Purim

**Deadlines:**

**Monday February 7, 2022**

## APRIL

**Deadlines:**

**Monday March 7, 2022**

## MAY

Gardening & Mother's Day

**Deadlines:**

**Monday April 4, 2022**

## JUNE

Real Estate & Father's Day

**Deadlines:**

**Monday May 9, 2022**

## JULY

Senior Living

**Deadlines:**

**Monday June 6, 2022**

## AUGUST

Farm to Table

**Deadlines:**

**Friday July 1, 2022**

## SEPTEMBER

High Holy Days, Theater Kick Off

**Deadlines:**

**Monday August 8, 2022**

## OCTOBER

Sukkot

**Deadlines:**

**Monday September 5, 2022**

## NOVEMBER

Thanksgiving, Holiday Shopping

**Deadlines:**

**Monday October 3, 2022**

## DECEMBER

Chanukah

**Deadlines:**

**Monday October 31, 2022**

\*Subject to change

# Rates & specs

## PREMIUM POSITIONS

Size	1x	3x	6x	9x	12x
Back Cover	\$1,799	\$1,619	\$1,529	\$1,439	\$1,349
Inside Front Cover	\$1,499	\$1,350	\$1,275	\$1,199	\$1,125
Inside Back Cover	\$1,499	\$1,350	\$1,275	\$1,199	\$1,125

## ADVERTISING SIZES AND RATES

Size	1x	3x	6x	9x	12x
Full Page	\$1,299	\$1,169	\$1,105	\$1,040	\$975
3/4 Page	\$1,099	\$989	\$935	\$879	\$825
1/2 Page	\$799	\$719	\$679	\$639	\$599
3/8 Page	\$599	\$539	\$509	\$479	\$449
1/4 Page	\$499	\$449	\$425	\$399	\$375
1/6 Page	\$399	\$359	\$339	\$319	\$299
1/8 Page	\$279	\$259	\$239	\$225	\$200
1/16 Page	\$225	\$200	\$185	\$175	\$150

Add 15% for all other guaranteed premium positions

### DINING GUIDE

**with a 6x purchase**  
\$159

### SPECIAL SECTION

**p/unit**  
\$299

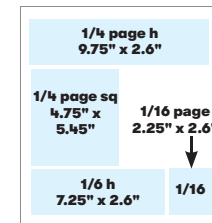
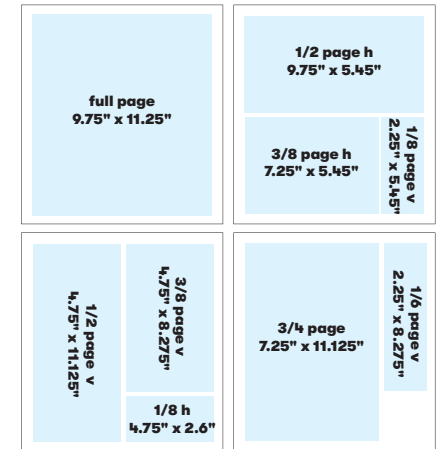
### SPECIAL SECTION

**any size**  
Use 12x rate

## ADDITIONAL OPPORTUNITIES

Ask your sales representative about placing a birth, wedding, retirement, engagement, b'nai mitzvah or graduation announcement, or a special notice, death notice or memorial.

\*All rates include full color; all subject to change



## Jewish Observer

Size	Dimensions (w x h)
Full Page	9.75" x 11.25"
3/4 Page Vertical	7.25" x 11.25"
1/2 Page Vertical	4.75" x 11.25"
1/2 Page Horizontal	9.75" x 5.45"
3/8 Page Vertical	4.75" x 8.275"
3/8 Page Horizontal	7.25" x 5.45"
1/4 Page Square	4.75" x 5.45"
1/4 Page Horizontal	9.75" x 2.6"
1/6 Page Vertical	2.25" x 8.275"
1/6 Page Horizontal	7.25" x 2.6"
1/8 Page Vertical	2.25" x 5.45"
1/8 Page Horizontal	4.75" x 2.6"
1/16 Page	2.25" x 2.6"
Dining Guide - 1 unit	4.75" x 3.125"

## Print Guidelines

**ACCEPTABLE FILE FORMAT:**  
PDF ONLY, Required resolution: 300 dpi  
**PHOTO GUIDELINES:**

(when supplying ONLY photos and ad copy—not agency ready ads)

**JPG or TIF, 300 dpi**

Supply ad materials or agency ready ads by emailing:

**production@buffalopree.com**

\* All agency ready ads must be accompanied by a full color hard copy