



**2021**

Issue	Closing Date	Art Deadline
January	December 4	December 14
February	January 1	January 11
March	February 5	February 15
April	March 5	March 15
May	April 2	April 12
June	April 30	May 10
July (no paper)	N/A	N/A
August	July 2	July 12
September	August 6	August 16
October	September 3	September 13
November	October 1	October 11
December	November 5	November 15

# Why Advertise with CJN

The Charlotte Jewish News has been serving the Jewish Community since 1979 with a monthly (except July) publication that reports on news and upcoming events of local Jewish agencies, accomplishments of members of the local Jewish community, opinions/editorials from local personalities, and stories about Jewish holidays, rituals, and events in Charlotte, the U.S., and Israel.

In addition to our distribution to more than 4,500 homes and businesses in the Greater Charlotte Area, we now offer an online enhanced digital version, expanding our readership and providing news the way it is consumed today — in an online, searchable, shareable format.

## What are the benefits of this enhanced digital version?

- Growing online e-subscriber list
- Search Engine Optimization
- Downloadable and shareable
- Social media stories linking readers directly to the paper all month long
- Bonus content not found in print
- Hyperlinks to your business
- Enhanced media opportunities such as embedded video

**Read CJN Online**

[www.CharlotteJewishNews.org](http://www.CharlotteJewishNews.org)

## Publication Rates

Description	Size	11 issues	6 issues	3 issues	1 issue	Color
Full page	10" x 14"	\$639	\$659	\$685	\$726	\$90
1/2 page	10" x 7"	\$386	\$402	\$417	\$438	\$80
1/4 page 2 column	3.91" x 8.75"	\$232	\$242	\$252	\$268	\$70
1/4 page 3 column	5.94" x 5.83"	\$232	\$242	\$252	\$268	\$70
1/4 page 4 column	7.97" x 4.38"	\$232	\$242	\$252	\$268	\$70
1/8 page 2 column	3.91" x 4.38"	\$129	\$139	\$144	\$155	\$60
1/8 page 3 column	5.94" x 2.92"	\$129	\$139	\$144	\$155	\$60

- PDF is our preferred file format; .jpg files are also accepted.
- Grayscale and four-color scans are required to be 300 dpi.
- PDFs should be the job size without any excess white space, crop marks, or page information.
- All 4 colors must be in CMYK format. Ensure all colors are prepared for process-color (CMYK) separations.
- Be sure to check all text, logos, scans, and photos. Make sure your black is 100%K, not a CMYK mix.
- BW ads should not have any color elements. Photos need to be grayscale.
- 4 color ads are CMYK. Convert all PMS colors and RGB color to CMYK. All black text should only be on the black plate.
- Font size size should not be smaller than 6 pt.

**Contact Information: (704) 944-6765**  
[charlottejewishnews@shalomcharlotte.org](mailto:charlottejewishnews@shalomcharlotte.org)