

# Orange County JewishLife

## **2008-2009 DISPLAY ADVERTISING RATES**

The Orange County Jewish Life is a full color/all gloss magazine which is unlike any other Jewish publication on the west coast. We showcase the variety and vitality of Jewish Orange County through original human interest features and previews of Jewish cultural events.

We also contain a calender, a guide to Jewish worship, an adult education directory, along with regular features on food, books, sports, the arts, single life, seniors, travel, and more - all from Jewish perspective. We print several special issues a year where we focus on camps, seniors, education, health and fitness, and other interests in the Jewish community.

The Jewish Life is published monthly.

# Orange County Jewish Life Magazine

## DEMOGRAPHIC HIGHLIGHTS AND CIRCULATION INFORMATION

### CIRCULATION:

The Orange County Jewish Life prints 20,000 plus copies per month. 15,000 plus mailed to home circulation throughout Orange County. 5,000 distributed to high traffic drops in Orange County, including newsracks, synagogues, restaurants, retirement homes, senior centers and family centers.

### INCOME

Average household income	\$121,000.00
Average persons/household	2.7
Annual income exceeding \$1 million	8.5%

### GENERIC DATA

Homeowners	82%
Average Market Value of home	\$820,000.00
Owners of second homes	18%
Professional/business owners	76%
College/post graduate degrees	70%
Men	49%
Women	51%

### AGE BREAKDOWN

25 - 44	36%
45 - 60	40%
60 +	24%

### MARITAL STATUS

Married	76%
Divorced/Single/Widowed	24%

### HEALTHCARE

Insured with PPO/HMO	94%
Practice Diet program	83%
Prescription/household filled monthly	5%

### RESTAURANTS

Average meals in full service Rest/Month	8.7%
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### AUTOMOBILES

Purchased/leased new car past 12 months	28%
Plan to purchase/lease new car next 12 months	38%

### CINEMA/ATTENDANCE

Movies attended per month	3.3
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### THEATRE/CONCERT/EVENT ATTENDANCE

Attendance past 12 months	
Theatre	69%
Symphony	41%
Fundraising/Charity Events	66%

### TRAVEL

In the past 12 months:	
Average air travel trips for pleasure	3.1
Average air travel trips for business	2.2

### Travel - Next 12 Months

New York	35%
Las Vegas	48%
Europe	30%
Hawaii	26%
Canada	22%
Israel	21%
Mexico	25%
Cruise	16%

### PLANNED PURCHASES - NEXT 12 MONTHS

Cable/DSL/Internet	30%
Camera/video equipment	18%
Cell phone	42%
Exercise equipment	58%
Gym membership	39%
Major home appliance	19%
Personal computer	21%
Satellite Dishes	48%

### POLITICAL ELECTIONS

Voted in 2000 national election	87%
Voted local &/or California elections	75%

### PROFESSIONAL SERVICES - PAST 12 MONTHS

Attorney	41%
Physician	94%
CPA	83%
Financial Planner	27%
Insurance Broker	64%
Real Estate Agent	17%
Personal fitness trainer	16%
Travel Agent	48%

# 2008-2009 Display Advertising Sizes & Rates

Page	Width	Height	1X Rate	3X Rate	6X Rate	12X Rate
Biz Card	3 3/5" (3.604")	2"	\$370	\$290	\$260	\$240
1/8	3 3/5" (3.604")	2 1/2" (2.47")	\$420	\$340	\$310	\$290
1/6	3 3/5" (3.604")	3 1/3" (3.12")	\$530	\$430	\$385	\$360
1/4	3 3/5" (3.604")	5" (4.937")	\$760	\$610	\$550	\$520
1/3	3 3/5" (3.604")	6 2/3"(6.563")	\$960	\$780	\$695	\$660
1/2 V	3 3/5" (3.604")	10"	\$1370	\$1090	\$990	\$940
1/2 H	7 3/8" (7.35")	5" (4.937")	\$1370	\$1090	\$990	\$940
2/3	7 3/8" (7.35")	6 2/3" 6.562")	\$1720	\$1380	\$1240	\$1180
Full	7 3/8" (7.35")	10"	\$2490	\$1980	\$1780	\$1690
Inside Cover	8 5/8" (8.625")	11 3/8"(11.375")	\$2950	\$2360	\$2130	\$2020
Back Cover	8 5/8" (8.625")	11 3/8"(11.375")	\$3400	\$2720	\$2450	\$2320

## Mechanical Requirments: Offset Process

Actual Page Size: 8.125"w x 10.875"h

Page safe print area: 7.375"w x 10"h

- Single column width -  
1 7/10", two column width - 3 3/5",  
Three column width -  
5 1/2", 4 column width 7 3/8"
- Typesetting at no charge
- All premium ad placements - 15% surcharge
- Inserts available - Starting at \$1400

## ADVERTISING AGENCIES

- All open rates commisionable to recognize advertising agencies

## POLITICAL ADS PAYABLE IN ADVANCE

Full page bleeds - 8.625" w x 11.375" h

- Back cover (includes full bleed) \$3400

### WEB ADS

Sizes shown not to scale.

[www.ocjewishlife.com](http://www.ocjewishlife.com)

For advertising contact a sales representative:  
[sales@ocjewishlife.com](mailto:sales@ocjewishlife.com)  
**858.638.9818**

### Skyscraper

**\$175**  
120 pixels wide  
X 600 pixels high

**Small**

**\$125**  
120 pixels wide  
X 60 pixels high

**Medium**

**\$150**  
371 pixels wide X 90 pixels high

## **Publication Dates**

The Orange County Jewish Life is published monthly

## **Ad Production**

OCJL provides basic typesetting at no additional charge for advertisers who do not submit camera-ready ads. All artwork (logos, product photos and graphics) must be supplied by the advertiser. It is the Advertiser's responsibility to make sure all copyright issues with logos, photos, etc. are cleared up before submitting to SDJJ. best halftone reproduction is obtained with black-and-white glossy prints, no negatives.

An ad proof will be provided upon request to advertisers who submit all ad copy and artwork prior to deadline. Proofs are intended for information checking only; they are not for design/copy changes or additions.

Ads produced by OCJL are for the exclusive use of the advertiser in OCJL magazine only. Requests for duplicate of an ad produced by OCJL for use outside of the publication will in a graphic charge for ad production.

All ads smaller than a full page must be bordered to their exact dimensions. When the border submitted is an incorrect size, we will reborder it to fit

All ads MUST adhere to the purchased size and vertical and horizontal proportions. If they extend beyond the purchased size, they will be shrunk.

Please send as a high resolution printable ADOBE PDF or Quark Xpress documents with CMYK or grayscale .tif &.eps images with Macintosh Postscript fonts included. No Quark type styles (e.g., italic, outlines, shadows, etc.) Images should not be scaled in Quark. Reversed-out type should be bold. All images must be sent 300 dpi.

Ads may also be sent as high resolution JPEG or EPS with linked images included, text converted to outlines. Ads must be sent as a Word document, which will be recreated in Quark.

**Ads created in MS Publisher, MS powerpoint or Adobe Pagemaker will not be accepted.**

For any questions on technical specifications, please call our Art Director, Rachel Bellinsky at 858-638-9818 Ext. 114

To place an ad in the Orange County Jewish Life, please call the sales department 949.812.1891 or 949.812.1165.

**Dr. Mark S. Moss, Publisher**

**Mark Edelstein, Advertising Director / Co-Publisher**

**Send ads to:** [art@ocjewishlife.com](mailto:art@ocjewishlife.com)

[sales@ocjewishlife.com](mailto:sales@ocjewishlife.com)

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For information regarding our mother publication, San Diego Jewish Journal visit [www.sdjewishjournal.com](http://www.sdjewishjournal.com) or call (858) 638-9818