

ADVERTISING IN *THE SHOFAR*

Advertising Rates and sizes

- There is a one-time \$10 processing fee for setting up new ads, which is waived for renewals unless the ad is redesigned for the new year. Rates are subject to change.
- Billing is annual, in advance.
- Effective for the 2007 fiscal year, standard sizes and rates are:

	Size (live area)	Annual Rate	Single Insertion Rate
Business Card	3.5" x 2", horizontal layout	\$150	\$42
Quarter Page	3.25" x 4.75", vertical layout	\$225	\$65
Half Page	7" x 4.75", horizontal layout	\$445	\$125
Full Page	9.5" x 7", horizontal layout	\$875	\$245
New Special: Half Page Full Color Ad	7" x 4.75", horizontal layout, Back page above the fold – highly visible!	\$890	N/A
