



## Barshop JCC Advertising Rate Card

Partner with the JCC to maximize your promotional dollars!

**Center Peace Newsletter** Distributed beginning of each month excluding August and December. Advertising is available in color copy. Circulation: approx. 5000 households and is also published online. Space and ad copy due the 1st of the month prior to publication date.

Ad Size	Dimensions	1x rate	5x rate	10x rate
Business Spotlight Advertorial	One/month	250		
Quarter Page	4 ¾ x 5	\$155	\$140	\$130
Eighth Page Ad Size	4 ¾ x 3	\$115	\$100	\$95
Business Card Ad Size	3 ½ x 2	\$100	\$90	\$80

**NEW! Digital Ad Screens** – Four digital screens located in strategic areas inside our facility including the main level lobby, sports & fitness lobby, and fitness center. With over 750,000 annual visitors to the campus, your ad receives maximum exposure with approximately 2300 impressions per week. Screen-ready artwork should be 580 x 730 pixels.

12 consecutive months	6 consecutive months	3 consecutive months
\$1000	\$550	\$300

**Cultural Arts Event Programs** Distributed at each Sheldon Vexler Theatre production and annual Jewish Film Festival. Advertising is available in black/white only. Circulation: approx. 15,000 event attendees annually. (Rates may be prorated.)

Ad Size	Ad Art Dimensions	Per Season Rate
Full Page	7 ½ X 10 ½	\$325
Half Page	7 ½ X 5	\$225
Quarter Page	3 ¾ X 5	\$175

**Youth League Sponsorship** JCC youth leagues welcome over 1,000 young athletes each year through soccer, basketball, tee-ball/machine pitch, flag football, swimming, and tennis! Becoming a youth league sponsor provides you with year-round banner recognition to over 750,000 annual visitors on the ball field, gymnasium, tennis courts, or at the pool. Rates below are based on number of banner locations and includes production costs. Additional options are also available; let us create a custom package to fit your promotional needs.

Two Banner Locations	Three Banner Locations	All Four Banner Locations
\$600	\$800	\$1,000

All print/digital ads must be provided electronically, camera ready. Electronic files may be submitted as EPS (with text converted to outline), JPEG or PDF in either CMYK or black and white color space with resolution at 330 dpi. Ads may also be submitted camera ready at 100% sized exactly to fit ad space (no bleed). Other formats will be subjected to production charges of \$75 per hour, with a minimum \$75 charge. E-mail ads to [martineza@jcc-sa.org](mailto:martineza@jcc-sa.org). Please put "Ad for JCC" in subject line.

## Additional Descriptions/Opportunities

**Business Spotlight Program:** A once-per-month advertorial that appears on the inside front cover (page 2) of the *Center Peace* newsletter. A great opportunity to tailor make your message to our audience. Reservations are taken on a first-come-first-serve basis.



**Membership Value Program (MvP):** JCC MvP's receive ongoing recognition while providing JCC members with special promotions. MvP participants receive one FREE MvP Spotlight per year, which is an advertorial that is featured on the back page of the *Center Peace* (based on availability). To be eligible, participants must provide the JCC with support at a minimum of \$200/year.



**Dine Around:** Similar to the MvP program, this opportunity is specific to area restaurants to receive exposure in our arts & culture event programs, the JCC *Center Peace*, and event email blasts. Dine Around restaurants commit to a minimum of \$200 in JCC advertising or sponsorship and provide arts and culture event attendees with a specific promotion or discount.

**Special Event & Initiative Sponsorships:** Become a sponsor of a special event (Main Event, Film Festival, Golf Tournament) or a specific initiative (Summer camp, Special Needs, etc) to receive maximum exposure throughout the year.

**Friend of the J:** Join a variety of local businesses who receive promotional support by making an annual financial or in-kind commitment to support the JCC. Choose an initiative that's close to your heart and we'll create a custom package to meet your needs.

**Friend of the Vex:** Designed to help support the ongoing efforts at the [Sheldon Vexler Theatre](#) your businesses can receive promotional value for being a Friend of the Vex while directly impacting The Vex's continuing efforts to provide affordable, high quality, cutting edge theatre to our community. Talk to us about becoming a **Friend of The Vex**.

### For more information about Promotional Opportunities at the J:

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