

# Chronicle

THE VOICE OF THE JEWISH COMMUNITY

Size of Ad	Open Rate	3 Insertions 10% off	6 Insertions 15% off	12 Insertions 20% off
Full Page= 60" 5 col. X 12" 9.625" X 12"	\$900	\$810	\$765	\$720
Half Page = 30" 5 col. X 6" 9.265 X 6"	\$500	\$450	\$425	\$400
Third Page Vertical = 24" 3 col. X 8" 5.725 X 8"	\$350	\$315	\$298	\$290
Third Page Horizontal = 24" 4 col. X 6" 7.7" X 6"	\$350	\$315	\$298	\$290
Quarter Page = 15" 3 col. X 5" 5.725" X 5"	\$265	\$239	\$225	\$212
Eighth Page = 8" 2 col. X 4" 3.725" X 4"	\$150	\$135	\$128	\$120
Business Card = 4" 2 col. X 2" 3.725 X 2"	\$75	\$68	\$64	\$60
Back Page= 47.5" 5 col. X 9.5" 9.625" X 9.5" (Mailing insignia makes the back page smaller than a full page)	\$750	\$675	\$638	\$600

1 Column Inch = 1.925"

### Professional Services and Business Directory

1 col. X 1" \$400/year which is about \$33/issue

1 col. X 2" \$700/year which is about \$58/issue