

Mission Statement

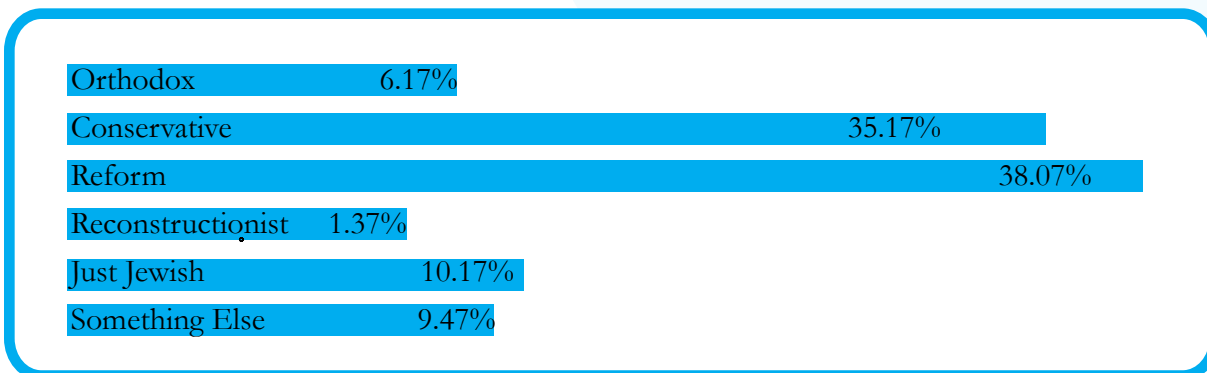
JewishPost.com is your gateway to the Jewish world. Like the print edition of the Jewish Post, our online version continues to be a source of cultural heritage and modern interests for an established as well as new immigrant audience. JewishPost.com also reaches a youthful, technically savvy, and highly involved audience. These readers look to the Jewish Post to keep them informed of news in Israel, the Middle East and right here in New York. The Jewish Post is a great way to reach this community.

Since 1974, the Jewish Post has been a strong, independent voice reaching a diverse Jewish audience throughout the greater New York area. Starting in 1995, we have maintained an extremely visible presence on the Internet with our award-winning website, JewishPost.com. By delivering your message online to our readership, your enterprise will be announced to thousands of consumers. JewishPost.com is the way to reach readers before they go shopping, eat out, visit local entertainment venues, or access City, State and National government services.



Demographics

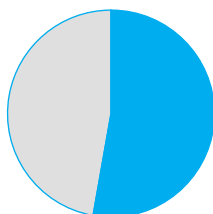
The Jewish Market*
Current Denomination of Jewish Adults



*The greatest percentage of the Jewish market is both conservative and reform, which is the primary readership of the Jewish Post.

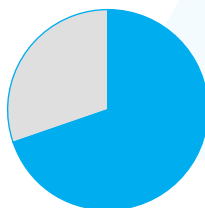
JewishPost.com has over 50,000 hits per month.
Jewish community in New York City totals over 1.7 million.

Gender



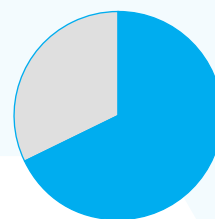
53% Female
47% Male

Education



74% graduated college or attending college
32% Master's and Doctoral degrees or are attending post-grad

Home Ownership



68% own residence

Financial

148,000 average household income
92,000 median household incomes

Age

The majority of our online readers
are between 20-50



Advertising Rates

Rates that are listed below are per month

Top of Page Sponsorship Ad - Run of Site (ROS)				
	1 Month	3 Month	6 Month	12 Month
486x60	\$1,499	\$1,299	N/A	N/A

Right Navigation Ads - Run of Site (ROS)				
	1 Month	3 Month	6 Month	12 Month
120x60	\$325	\$280	\$255	\$227
120x90	\$375	\$320	\$290	\$260
120x240	\$595	\$540	\$480	\$420

Ad Design \$75 - \$175

Your Account Executive will be able to provide you the best way to generate the highest impact for your advertisement.

All of our ads are ROS (Run of Site). This assures that your ad will show on EVERY page on the site in the same location. Make sure to ask your ad representative for current bulk ad discount specials.



Content Guidelines

We will Not Allow Ads that promote:

Tobacco

Sex or Pornographic materials

Solicitations of other faiths

Terms and Conditions

1. Advertiser acknowledges receipt, understanding and agreement with respect to these terms and conditions.
2. Jewish Post reserves the sole discretion and right to publish advertising that in its opinion does not conform to the reasonable standards of its publication that may subject Jewish Post to claims of liability to third persons or that is unacceptable to Jewish Post for any other reason.
3. It is understood that Jewish Post sells all advertising space, on a non-cancelable and non-refundable basis. If Advertiser fails to comply with its obligations under this Agreement, Jewish Post may terminate this Agreement, and Advertiser shall compensate Jewish Post for all damages directly or indirectly resulting as a consequence of Advertiser's default. In addition to payment of all amounts due for advertisements already inserted, Advertiser shall pay to Jewish Post, as liquidated damages, within 10 days after the date of termination, an amount equal to 100% of the fee that would have been payable at the Contract Rate for advertisements that would have been inserted after the date of termination if Advertiser had complied fully with its obligations hereunder. Advertiser's obligation shall continue in full force and effect following termination of this Agreement. If Advertiser fails to meet the terms of its contract, in any manner, such as untimely payment or failure to timely meet the publication time constraints, Jewish Post may at its discretion run a prior advertisement in that space, or resell the Premium Position with no offsetting refund to Advertiser. Terms are NET 10 days if Jewish Post approves credit. All overdue amounts will be subject to a late charge of 1.5% of the unpaid balance and a further late charge at the monthly rate of 1.5% (18% per year) until paid. Advertiser shall pay such charges, plus all costs of collection—including reasonable attorney's fees—incurred by Jewish Post in the collection thereof. Advertiser shall give written notice to Jewish Post (attention Credit Manager) promptly after Advertiser's receipt of any invoice or statement if Advertiser objects thereto.
4. Jewish Post reserves the right not to extend credit, or to continue to extend credit, to Advertiser.
5. Jewish Post shall not assume liability or responsibility for any loss of profits sustained by advertiser by way of Advertiser's advertisement not being published due to the Advertiser's failure to fulfill its obligation as listed in this agreement.
6. Jewish Post's obligation to publish is subject to labor disputes, accidents, fires, acts of God or other contingencies beyond its control. If any such event shall occur, the ending issue specified in the Insertion Schedule shall be changed to such later date as shall reflect the duration of the event. If Jewish Post, with or without good cause, fails to publish any advertisement of Advertiser, Jewish Post's sole liability, if any, shall be limited to the obligation to publish another advertisement at a later date.
7. Jewish Post shall have no liability of any kind to Advertiser on account of errors or omissions made by Jewish Post including, but not limited to, content or quality in any advertisement. Notwithstanding such errors or omissions, Advertiser shall pay Jewish Post in accordance with the terms of this Agreement. Jewish Post may, in its discretion, however, afford Advertiser, without charge, advertising space in addition to that specified in the Insertion Schedule in an amount to be determined by Jewish Post. In any event, Advertiser shall give written notice to Jewish Post (attention Advertising Director) within seven (7) days after publication of any advertisement containing any errors or omissions made by Jewish Post.
8. This Agreement constitutes the entire agreement between Jewish Post and Advertiser and may not be canceled, modified, amended or supplemented except pursuant to a duly written instrument executed by both parties.
9. Advertiser and any Guarantor or advertising agency executing this Agreement in the name and on behalf of Advertiser, hereby jointly and severally unconditionally guarantees to Jewish Post the full and prompt performance by Advertiser of its obligations hereunder.
10. This Agreement has been entered into in the New York County in the State of New York and applicable New York law shall govern it. Any judicial action relating to this Agreement shall be adjudicated in the State of New York. If any provision of this Agreement is declared illegal or unenforceable by a court of competent jurisdiction and it cannot be modified to be enforceable, that provision will become null and void, leaving the remainder of this Agreement in full force and effect.



Ad Unit Guidelines

1. All deliverables are due at least 10 days prior to insertion and/or sponsorship term. These include: a signed contract, graphics, and functional URLs.
2. One piece of creative consists of one banner and its linking URL. Creative may be changed once per month unless agreed upon in advance.
3. Scheduling changes, new target URLs, and/or new graphics should be submitted at least 7 working days prior to effective date.
4. Creative may be supplied in .GIF; .JPEG or Flash formats and include a border.
5. Animated graphics must not exceed 20 seconds in length (see chart below) and endless looping is not accepted.

Packages	Dimensions	Animation	Maximum File Size	Rich Media
Top of Page Sponsor	486x60	Up to 20 seconds	20k	Allowed
Right Navigation	120x90 120x60 120x240	Up to 10 seconds	20k	

3 Easy Ways to Submit your Advertising Creative

1. By email (preferred)—Send creative via email to sales2@jewishpost.com. Please include flight dates and scheduling instructions.
2. By Web—Please provide the location of the banner artwork by sending email to sales2@jewishpost.com.
3. By File Transfer Protocol—Please email your FTP address and username and password to sales2@jewishpost.com.





Special Offer to Jewish Post Advertisers

Why your enterprise needs online advertising:

- Placing an advertisement online offers your business or service greater exposure and traffic at a low cost compared to traditional advertising.
- Numerous studies have shown that consumers are increasingly finding businesses and services by searching the Web, giving you 24-hour exposure through the JewishPost.com and your own website.
- JewishPost.com receives over 50,000 hits per month.
- The Jewish community in New York City is the largest one in the nation, with approximately 1.7 million within the community.
- Our online promotion and advertising opportunities are effective and provide great results at an inexpensive rate compared to traditional advertising methods.
- Along with your online advertising, EIC—Jewish Post's exclusive online advertising agency—can design you an attractive, professional and user-friendly website that can be accessed through your JewishPost.com ad at a discounted price. We will take the hassle out of building and maintaining a website. We also take the sting out of high prices that our competitors charge with a website as low as \$99.
 - A personalized website also offers a competitive edge over your competition. Most businesses still lack online advertising and the benefits that it holds. Your ad on JewishPost.com will be directly linked to your website making it easier for consumers to locate you.
 - Without a website search engines, like Google, Yahoo and MSN, will not find you or offer you the benefit of their free advertisement.
- An ad on JewishPost.com reaches a highly diverse Jewish community, and more importantly tech-savvy users.



Advertise with JewishPost.com today.
Give your business the exposure it deserves and needs.



Jewish Post

Online Advertising Insertion Order

Campaign Details:

Advertiser _____
Contact _____
Address _____
City State Zip _____
Phone _____
Email _____

Agency/Billing _____
Contact _____
Address _____
City State Zip _____
Phone Fax _____
Email URL _____
Date IO/PO # _____

Site Placement	Month	Size	Fixed/ROS	Cost

Campaign Details:

Production Information:

URL creative will link to: http:// _____

- Attach creative in email with any special instructions. All creatives will be pre-approved before going live on site.
- Please allow a minimum of five business days in production before your campaign start date.
- Maximum file size for 120 x 240 buttons: 20K; 468 x 60 banners: 20K .gif and JPEG files are preferred.
- Send ad, production instructions any third-party requests to sales2@jewishpost.com
- Questions: Contact Advertising at 516-225-4400.
- A confirmation of your order will follow this signed insertion order.

Authorized Signature: _____

Date: _____

Email Order to: Advertising Department 516-225-4400

Billing requires advanced payment for new clients or new agencies. We now accept Paypal.

