

It's not just your imagination.



THE MOST POPULAR
SEPHARDIC MAGAZINE
IN THE WORLD

COMMUNITY MAGAZINE IS NOW THE MOST WIDELY CIRCULATED SEPHARDIC MAGAZINE IN THE WORLD.

Find out why more advertisers have been getting the best results with us.

718.645.4460

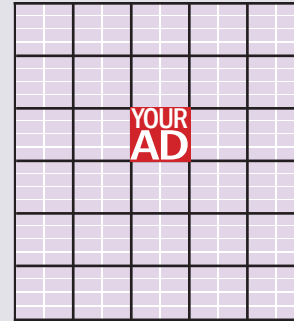
WHY ADS IN COMMUNITY ARE GETTING THE BEST RESULTS

GET NOTICED

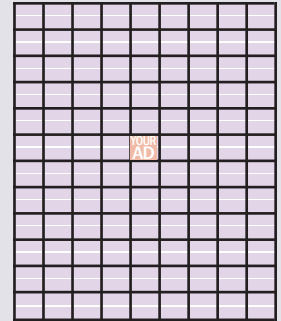
4 times the visibility

compared to ads lost in phone-book-sized magazines

With only a limited number of total ad pages in each issue, every ad in Community is not just noticed – it stands out prominently. And with ad sizes that are nearly a third larger, your message is sure to come across louder and clearer.



OM Your ad prominence in **COMMUNITY**



OM Your ad prominence in **OTHER MAGAZINES**

MORE SPACE FOR YOUR \$

30% larger ads than other magazines

WIDEST CIRCULATION

46% larger circulation

overall compared to other Jewish magazines

By far the most widely circulated Sephardic monthly magazine in the world and the only monthly delivered right to the door of virtually every Sephardic household in New York and New Jersey – **all of which is independently certified by a third party auditor.**



MOST MAILED SUBSCRIBERS

Twice the subscribers compared to other Jewish magazines

COMPELLING CONTENT

Edgy covers and serious editorials that attract readers most

Each issue of Community is highly anticipated, read thoroughly, saved and passed on to others. And with world-class layout and premium paper your message comes across with a professional look.



FINEST PRINT QUALITY

Full color throughout on bright glossy paper with professional layout

100% NON-PROFIT

All proceeds from Community – every nickel – goes to charity

Advertising in Community directly supports your charitable community organizations. Plus, with direct oversight by top rabbis, Community is the only publication read by the entire community, so readers have come to trust the integrity of all our content – even the ads.



RABBINICAL SUPERVISION

Under Harav Hagaon **Hacham David Yosef** shlita (son of Gadol Hador, Hacham Ovadia Yosef shlita)



Demographic Mix

Subscriber Profile

Median subscriber household Income:

\$158,000

Median subscriber household net-worth:

\$1.3million

Subscribers involved in a family business:

57%

Average time spent reading Community:

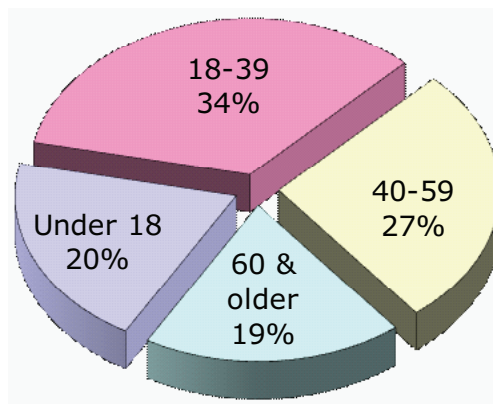
68minutes

Readers who read Community exclusively of other magazines:

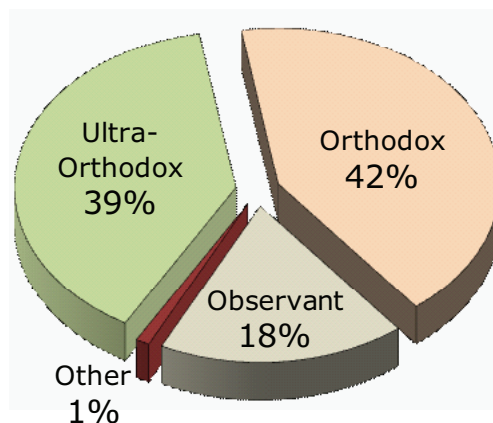
16%

The typical community magazine reader is a well-educated, upper income consumer who selects and purchases both consumer and business products and services. Typical household size is between 4-5 people and over 55% of households have children under 18.

Age Group Breakdown



Religious Breakdown*



Special Editions

In addition to the timely and pertinent news stories covered each month in COMMUNITY, every issue features a seasonally appropriate theme. From fashion to food, in depth articles and familiar columns provide insights, tips and the latest developments pertaining to the month's common subject. For advertisers, these special editions are an opportunity to capture potential customers who are especially interested in their line of products and services. Advertisements in special editions are considered valuable content by many readers and such issues tend to be saved for a long term.

January	Party/Bridal
February	Food & Dining
March	Business/Financial
April	Education
May	Home & Real Estate
June	Summer/Health
July	Food & Dining
August	Fashion/Back to School
September	Business/Financial
October	Travel
November	Home & Real Estate
December	Health

- Each issue is released during the first week of the month.
- Press ready advertisements are due by the 18th day of the month before each issue.
- Themes are subject to change, check with your account executive.

Preparing ads for print in COMMUNITY

FORMATS

Black & White and **Color** ad submissions (in order of preference):

1. PDF “Press Optimized” (CMYK at 300 DPI, fonts embedded, etc.)
2. InDesign Interchange file packaged with all links and font files or fonts converted to outlines.

Note: files packaged on Macs may not contain the resource fork of the font files and may therefore not be usable.

3. Hi-Res (300 DPI) Photoshop PSD file with font files or fonts converted to outlines.
4. Illustrator AI file with font files or fonts converted to outlines.
5. Hi-Res (300+ DPI) TIF, JPG or EPS

◆ Notes on creating PDFs

- Use preset “Press Optimized” PDF
- Ensure that all elements are in correct color format – grayscale (for black and white ads) or CMYK (for color ads).
- Do not save with transparency
- Set bleeds to 1/4” on all sides
- Turn off all Printer’s marks except crop marks (use .25” offset)
- Embed all fonts
- Do not downsample below 266dpi
- “Convert to process” for all spot colors

COLORS

Black & White ads must be saved in grayscale
Color ads should contain only CMYK elements – no RGB or spot colors.

RESOLUTION

- Line screen 133 / Resolution 300dpi
- Include hardcopy or low-res rasterized proof with all digital files.

SIZES

AD SIZE	NON-BLEED	BLEED* (trim size)
Full page	7.625” x 9.875”	8.375” x 10.875”
1/2 Horizontal	7.625” x 4.875”	8.375” x 5.375”
1/2 Vertical (see rates)	3.75” x 9.875”	4.125” x 10.875”
1/2 Exclusive (see rates)	5.375” x 7”	5.875” x 7.625”
1/4	3.75” x 4.875”	NA
1/4 Real Estate	5” x 3.75”	NA
1/8 Real Estate	2.4375” x 3.75”	NA
1/10 Business Card	3.75” x 1.9375”	NA

❖ ALL bleed ads must allow:

- 1/4” bleed on ALL sides
- 1/4” margins inside trim line on all sides for any essential matter
- 1/4” offset for registration

DEADLINE

The 15th of each month for publication the following month. Ads submitted after the 15th may be accepted subject to discretion.

DELIVERY OPTIONS

- Email to ad@communitym.com
- Mail CD to: Community Magazine
1616 Ocean Pkwy, Brooklyn, NY 11223
- Make available on FTP site
- Use shareat.com ([email](#) for instructions)
- [Contact](#) graphics dept. at: 718-645-4460

RESTRICTED CONTENT

- Adult/Mature pictures or subjects
- Unsupervised/improperly supervised food products. Food related ads must include certification of Orthodox kosher supervising agency
- Content not consistent with Orthodox Judaism (provocative images of women, immodest clothing/entertainment, etc.)

COMMUNITY

Date:
Sales Rep:

Advertisement Order

Please print clearly

COMPANY INFORMATION		
Company's Full Legal Name	Doing Business As	Contact
Billing Address	City, State, Zip	Website address
Telephone Number(s)	Fax Number	Email address

BUSINESS CREDIT INFORMATION			
State of Incorporation	Year Established	Duns #	Tax ID#
Bank Name	Bank Contact	Bank Phone	Bank Account Number(s)

ADVERTISEMENT INFORMATION	
Advertisement Size <input type="checkbox"/> 1/10 Page <input type="checkbox"/> 1/8 Page <input type="checkbox"/> 1/4 Page <input type="checkbox"/> 1/2 Page [H] [V] [E] <input type="checkbox"/> Full Page <input type="checkbox"/> Double Spread <input type="checkbox"/> Other____ <small>(Business Card) (Real Estate only) (Horizontal, Vertical or Exclusive) (Specify)</small>	
Location <input type="checkbox"/> Anywhere <input type="checkbox"/> Special Placement (add 20%) _____ <input type="checkbox"/> Bleed (add 10%) <input type="checkbox"/> Non-Bleed <small>for half page and above only</small>	
Print Colors <input type="checkbox"/> Black <input type="checkbox"/> Full color	Number of Issues committed Issues Selected (ads will run consecutively unless specified otherwise)
Art Work <input type="checkbox"/> Advertiser supplied on disk/email <input type="checkbox"/> Photo ready artwork provided <input type="checkbox"/> Layout must be composed	
Notes	

PRICE & PAYMENT				
Per Issue Price	Total Order Price	Early Approval Rate*	Deposit Amount Paid	Total Remaining Balance
*To qualify for the early approval rate, artwork must be received, completed, and approved by the 10 th of the month preceding publication.				
Payment Schedule				
____/____/____	____/____/____	____/____/____	____/____/____	____/____/____

If this order includes an application for credit, the box below must be checked.

I authorize Community Magazine to obtain bank and credit information for the business entity described above.

I have read and agreed to the terms of this contract printed on the reverse side and accept full responsibility to faithfully execute it as per the terms herein.

X _____ Title
 Advertiser's Signature _____
 _____ Date
 Print Name _____

1616 OCEAN PARKWAY
 TEL: (718) 645-4460
 WWW.COMMUNITYM.COM

BROOKLYN, NY 11223
 FAX (718) 504-4246
 CM@COMMUNITYM.COM

Terms and Conditions

1. All copy and artwork must be furnished by Advertiser at time of execution of contract or at least fifteen days prior to publication; failure to do so, constitutes authorization to the Publisher to insert any advertisement previously run by the Advertiser. If no such advertisement is available, Advertiser is still obligated to pay for space reserved under the contract, even if Advertiser's reserved space was filled by alternate content.
2. The Publisher does not guarantee the position and/or placement of advertisements unless expressly stated in writing.
3. The Publisher reserves the right to reject any copy, graphics or photos which it deems, in its sole discretion to be objectionable and to edit contents of the publication as to display copy, format and listings and adherence to publisher's standards and to exercise printer's prerogative with regard to type face and style, use of blending, and minor adjustments in layout of display advertisements.
4. Graphics work designed or modified by Publisher on behalf of Advertiser will be charged to the Advertiser at an hourly rate established by the Publisher. On request, the Publisher will endeavor to show the Advertiser a proof of display advertising (not including classified or directory listings). Failure by Advertiser to explicitly request such proof in writing by the deadline date (15th of the month preceding publication month), shall constitute implicit approval. If an Advertiser was sent a proof, Publisher shall assume that artwork is approved unless Advertiser notifies Publisher otherwise in writing prior to the deadline date.
5. Flat-rate ad design jobs include up to three (3) hours of combined design, consulting, etc. and up to three (3) corrections. Customers are free to elect for more extensive work at the prevailing hourly rate.
6. All advertisements, artwork, copy, and the like, designed, developed or contrived by publisher or an agent of the Publisher are the sole property of Publisher and may not be used in any form without Publisher's written permission.
7. THE ADVERTISER AGREES THAT THE PUBLISHER ASSUMES NO LIABILITY FOR DISPLAY ADVERTISING CONTENT, LISTING CONTENT OR ERRORS OR OMISSIONS IN MAKE UP, IN PRINTING, OR FOR NON PUBLICATION. IN CASES OF ERRORS IN DISPLAY ADS, PUBLISHER'S RESPONSIBILITY WILL BE LIMITED TO RUNNING A CORRECTION IN A SUBSEQUENT ISSUE. IN NO EVENT WILL ANY LIABILITY EXCEED THE CONTRACT PRICE OF THE PARTICULAR AD IN WHICH SUCH ERROR OCCURS. ANY CLAIM OF ERROR MUST BE MADE DURING THE ISSUE PERIOD IN WHICH THE ADVERTISEMENT IS RUN. NO ADJUSTMENT IS APPLICABLE TO ANY FREE LISTING OR ADVERTISEMENT. REPRODUCTION QUALITY OF PHOTOGRAPHS AND SCREEN TINTS CANNOT BE GUARANTEED.
8. The Publisher is not responsible for special agreements of any nature unless in writing and signed by an officer of the Publisher. Publication of any advertisement shall not constitute a waiver of this condition.
9. The person signing this contract, does on his behalf and on behalf of the Advertiser warrant that the content of his advertisement and listings are true, accurate and not misleading, that he is authorized to provide the services and products advertised, that the advertising copy complies with all applicable laws and regulations and that he has the right to use any trade mark, or trade name, or any listings thereunder and in the manner and in accordance with the copy submitted, and that he has the right to use any name, portrait, picture or illustration of a person shown in the copy submitted for representation. The advertiser agrees to give notice in writing if he should cease to have any such right.
10. The Advertiser agrees to defend and indemnify and hold harmless the Publisher from and against any and all liability, claims, demands, suits, or causes of action, whether or not attributable to the negligence of the Publisher and will pay all expenses, including attorney's fees, incurred by the Publisher in the defense thereof, arising out of claimed breach of any rights to copyright, trademark, trade name, or any name, portrait, picture, illustration or published advertising copy arising out of the performance of this contract.
11. The Advertiser assumes sole responsibility for the protection of its copyright in any writing, pictorial illustration, design, map, photograph, or combination thereof included in its advertising.
12. CANCELLATION OF THIS CONTRACT CAN BE MADE ONLY AT THE PUBLISHER'S OPTION AND SOLE DISCRETION. AT THE PUBLISHER'S OPTION, CANCELLATIONS MAY BE ALLOWED, SUBJECT TO A CHARGE OF 50% OF THE UNUSED BALANCE ON THE CONTRACT.
13. The Publisher at any time; for good cause, may cancel his contract or any part thereof and adjust and apply any payments received. At the Publisher's discretion deposits or payments on unpublished orders may be applied to amounts not paid on prior publications.
14. The Advertiser agrees to pay Publisher the amount specified on the face of this contract plus applicable expenses. Payments received from Advertiser shall be applied first to expenses, then to late charges, and then to oldest outstanding balance. The failure by Advertiser to make any scheduled payment within 30 days of the date said payment is due, shall incur a late charge of \$50 for every 10 days balance remains unpaid. If Advertiser sells or assigns his business, any contract balances plus applicable late charges, shall be paid out of the proceeds of such sale or assignment.
15. In the event of non-payment and referral to an attorney or collection agency, the Advertiser shall be liable for and pay all Publisher's costs including but not limited to court costs and reasonable collection or attorney's fees equal to 33 ¹/₃% of the amount of the claim.
16. THE PERSON SIGNING THIS AGREEMENT WARRANTS THAT HE IS AUTHORIZED TO SIGN IT.
17. THE SIGNER OF THE CONTRACT, DOES, BY HIS EXECUTION OF THIS AGREEMENT, PERSONALLY UNDERTAKE AND ASSUME THE FULL PERFORMANCE HEREOF INCLUDING PAYMENTS OF AMOUNTS DUE HEREUNDER.
18. ADVERTISER ACKNOWLEDGES HAVING ENTERED INTO THIS AGREEMENT WITHOUT RELYING UPON ANY PROMISES, STATEMENTS, ESTIMATES. REPRESENTATIONS, WARRANTIES. CONDITIONS OR OTHER INDUCEMENTS, EXPRESS OR IMPLIED, ORAL OR WRITTEN, NOT SET FORTH HEREIN.
19. THIS CONTRACT CONTAINS THE ENTIRE UNDERSTANDING BETWEEN THE PARTIES AND SHALL BIND THE ORIGINAL PARTIES, THEIR SUCCESSORS AND ASSIGNS THERETO, HOWEVER IT SHALL NOT BE ASSIGNED WITHOUT THE PRIOR WRITTEN CONSENT OF PUBLISHER
20. This contract is deemed transacted, for all purposes at the Publishers office, Kings County, New York and shall be construed under the laws of the State of New York. The Advertiser consents and agrees that any action relating to this contract shall be brought in Kings County. Any provision hereof which may be construed as unenforceable shall be deemed separate from other parts hereof and in no way invalidates any other provision hereof, all of which other provisions shall remain in full force and effect.