

JewishLights.com receives an average of **55,000 unique visitors each month.**

We offer monthly ad placement on our home page, *On Prayer* page and category pages. Advertisers may request placement on a specific category page, but please note that reservations will be made on a first come, first served basis.

JEWISHLIGHTS.COM AD SPECIFICATIONS AND DELIVERY GUIDELINES

For more information on advertising, please contact:
Jennifer Avery
(802) 457-4000
javery@jewishlights.com

Ad run: Begins the first business day of the month and ends at the start of the first business day of the following month (unless multiple months are contracted).

Acceptable file formats: Web-ready, RGB JPEG, GIF or animated GIF files. A URL is required for each ad placement.

Reservation deadline: Payment and ad reservation form due by the first of the month, prior to reservation. Cancellations will not be accepted after the reservation deadline.

Ad materials are due by the 15th of the month, prior to ad placement.

Ad submission: Please submit ad materials to jbuono@jewishlights.com

E-mail should include your company name, ad placement request (i.e., homepage, upper box), run-date, and URL.

Copy restrictions: All advertising is subject to approval by Jewish Lights Publishing. The publisher reserves the right to reject advertising.

Advertisers responsibility: Advertisers are responsible for their submitted content. Jewish Lights is not responsible for typographical errors in the ad content received.



Homepage		
	Size (pixels)	Cost per month
Upper Box	200 x 200	\$350
Left Box	150 x 150	\$300
Lower Banner	425 x 125	\$275
Lower Box	200 x 200	\$250

Take an 18% discount for a 3-month ad run!

On Prayer page

	Size (pixels)	Cost per month
Upper Skyscraper	150 x 400	\$300
Lower Skyscraper	150 x 400	\$200

Our *On Prayer* page is a unique section of our website that features insightful commentaries from our authors on a variety of topics related to prayer. The *On Prayer* page is updated with fresh content weekly and is featured on our homepage. It is also promoted weekly on the Jewish Lights Facebook page.



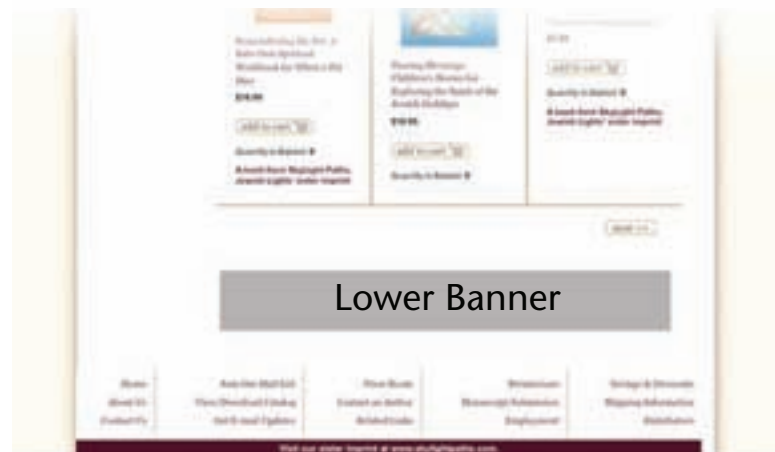
Category pages

	Size (pixels)	Cost per month
Top Banner	450 x 100	\$250
Lower Banner	450 x 100	\$150

Customers are able to browse our website for specific books. Advertising on a specific category page allows you to target the group of customers whose interests match your products or mission.

The category pages currently available are:

- Bar / Bat Mitzvah • Bible Study / Torah / Midrash • Children's Books • Congregational & Professional Resources • Crafts & Spirituality • Ecology • Gift Books • Grief / Healing • Holidays & Shabbat • Interfaith Resources • Israel • Kabbalah / Mysticism / Enneagram • Life Cycle • Meditation / Yoga • Men's Interest • Prayer • Rebbe Nachman of Breslov • Ritual / Sacred Practice • Social Justice • Spirituality / Inspiration • Spirituality & Wellness • Spirituality in the Workplace • Theology / Philosophy • 12 Steps • Women's Interest • Young Adult



Take an **18% discount** for a 3-month ad run!



WEBSITE ADVERTISING

2011

RESERVATION FORM

www.jewishlights.com

Advertiser Information		
Company Name:		
Address:		
City:	State:	Zip:
Contact Person:		
Phone Number:	Fax Number:	
E-mail Address:		

Payment Information:		
Check enclosed <input type="checkbox"/>		
Charge my: <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa		
Account #:		
Expiration Date: /	CID:	Name on Card:
Billing Address:		
City:	State:	Zip:
Cardholder Signature:		

Month of Requested Placement	Page Location: (Homepage, On Prayer Page or Category Page)	Position	Rate
			\$
*18% discount for 3-month commitment			()
Authorized Signature:		Total Due	\$
Date:			

Reservations

Please submit this order form with payment information to:
 Jennifer Avery
 Jewish Lights Publishing,
 a division of LongHill Partners, Inc.
 PO Box 237
 Woodstock, VT 05091
 javery@jewishlights.com
 Phone: (802) 457-4000
 Fax: (802) 457-4004

Materials are due by the 15th of the month prior to ad placement.
Please submit ads to:
 Jenny Buono
 jbuono@jewishlights.com

Take an 18% discount for a 3-month ad run!