



# iNSIDER

iNSIDER is a monthly insert in the Baltimore Jewish Times and is also available online at [jtinsider.com](http://jtinsider.com). With articles on the latest trends in parenting, fashion, healthy recipes, hot travel destinations and more, the iNSIDER is the go-to resource for young Jewish families, singles, and the young-at-heart.

The JT has a highly sought-after readership, comprised of subscribers in Northwest Baltimore and beyond. Additionally, the entire section can be viewed online. With weekly print readership of 45,000 and an average of 229,733 unique visitors per month at [jewishtimes.com](http://jewishtimes.com), your business is sure to be seen!

## DISTRIBUTION LIST

In addition to being mailed to the full JT circulation, 2000 copies of iNSIDER are also available at the following locations:

- JCC Park Heights
- JCC Owings Mills Preschool
- JCC Owings Mills Fitness Center
- Beth El Congregation
- Lifebridge Health & Fitness
- Chizuk Amuno Goldsmith Early Learning
- Beth Israel
- Beth Tfiloh Lower School
- Har Sinai Religious School
- Baltimore Hebrew Congregation
- United Gymnastix
- Roland Park Bagel
- Earthtreks
- Baltimore County Public Library
- Mt. Pleasant Ice Arena

**CONTACT** your JT sales consultant to schedule your advertising

OR

p 410.752.3504 | f 443-451-6025  
[jewishtimes.com](http://jewishtimes.com)

Please submit ad materials to [ads@jewishtimes.com](mailto:ads@jewishtimes.com)

## ADDED WEB EXPOSURE

Every iNSIDER advertiser will also receive a listing ad with a live link to your website on [jtinsider.com](http://jtinsider.com). Your ad will be rotated on the iNSIDER and young adult pages and will appear adjacent to the stories on those pages.

## HERE'S AN EXAMPLE OF A LISTING AD:

[160 x 125 pixels]

*\*Actual typefaces, size & colors. Body copy must be no more than 100 characters.*

**Baltimore Jewish Day School**  
Expanding Minds.  
Deepening Values.  
[baltimorejewishdayschool.org](http://baltimorejewishdayschool.org)



1040 Park Avenue, Suite 200  
Baltimore, MD 21201  
410.752.3504 | [alteryourview.com](http://alteryourview.com)

SEE THE IMAGE TO THE LEFT FOR AN EXAMPLE OF HOW YOUR AD WILL LOOK ON JTINSIDER.COM



# iNSIDER ADVERTISING rates

Rates effective August 26, 2011

AVAILABLE AD SIZES		8-12X/YR.	6-7X/YR.	5X/YR.	4X/YR.	3X/YR.	OPEN
Full Page*	8 1/4" X 10 3/8"	\$1535	\$1790	\$2055	\$2480	\$2955	\$3555
1/2 Horizontal	8 9/32" x 5 3/32"	840	970	1085	1315	1545	1840
1/2 Vertical	4 1/16" x 10 3/8"	840	970	1085	1315	1545	1840
1/4 Square	4 1/16" x 5 3/32"	495	565	635	725	855	990

Prices include your listing ad on jtinsider.com. Prices available for various size on-line advertising from your Baltimore Jewish Times Advertising Sales Consultant.

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## iNSIDER ISSUES/THEMES

JANUARY	The Modern Jewish Family/Camps I
FEBRUARY	Health/Camps II
MARCH	Up And Coming/Business/Simchahs
APRIL	Spring
MAY	Mother's Day/Summer Reading
JUNE	Camp/Travel
JULY	Summer
AUGUST	Education
SEPTEMBER	Fall /Jewish Holidays
OCTOBER	Neighborhoods/Women's Health/Simchahs
NOVEMBER	Food
DECEMBER	Winter

## PUBLICATION

January 13, 2012
February 10, 2012
March 9, 2012
April 13, 2012
May 11, 2012
June 15, 2012
July 13, 2012
August 10, 2012
September 7, 2012
October 12, 2012
November 9, 2012
December 14, 2012

## SPACE RESERVATION DATE & MATERIALS DUE

Tues., Dec. 27, 2011
Mon., Jan. 23, 2012
Mon., Feb. 20, 2012
Mon., March 26, 2012
Mon., April 23, 2012
Fri., May 25, 2012
Mon., June 25, 2012
Mon., July 23, 2012
Mon., August 20, 2012
Tues., Sept. 25, 2012
Mon., Oct. 22, 2012
Mon., Nov. 26, 2012



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\*Full page dimensions: (live) 8 1/4" X 10 3/8"  
 (trim) 9" x 10 7/8"  
 (bleed) 9 1/4" x 11 1/8"