



## Corporate Advertising Guide



# JTO Monthly

JTO Monthly (Jewish Toronto) is...an effective tool for business to market their products and services to the AFFLUENT areas of Toronto's thriving Jewish Community.

**We are...** a creatively designed, ALL color publication, focused on maintaining the high community standards when it comes to quality and more specifically the suitability of each advertisement and article published.

**This means that JTO Monthly...** may very well be the ONLY high quality marketing source to connect your company to our community, as many of our readers do not purchase newspapers, listen to radio or watch TV.

**JTO Monthly has...** combined our diligent focus on community suitability, with the latest printing and publishing technology to present our advertisers in the finest of fashion.

Printed in color throughout, on 60lb gloss paper, our magazine is designed to stand out in the mailbox and in stores. We get noticed... this means our advertisers get noticed!

**Our family oriented magazine is filled with interesting articles such as...** raising children, advice on relationships, interior design tips, renovating, automotive advice, recipes, community bulletins, Soduko puzzles and so much more.

**JTO's** easy reading digest form makes our publication a welcome break from daily stresses. As a result... our loyal readers and advertisers have been responding with great enthusiasm since our inception over three years ago.

Our increasing distribution is presently over **40,000 magazines per issue**. We are delivered to mailboxes free of charge by Canada Post, to some of the highest family income homes, both Jewish and non-Jewish in Toronto!

# JTO Advertising Specs

## 2008-2009 Submission and Delivery Dates

EDITION Issue #	Artwork Submission Deadline	Canada Post Distribution
<b>OCTOBER</b> 38 - Sukkot	Friday <b>September 19, 2008</b>	Monday October 06, 2008
<b>NOVEMBER</b> 39 - Fall	Friday <b>October 17, 2008</b>	Monday November 03, 2008
<b>DECEMBER</b> 40 - Chanukah	Wednesday <b>November 19, 2008</b>	Wednesday December 03, 2008
<b>JANUARY</b> 41 - Winter	Friday <b>December 19, 2008</b>	Monday January 05, 2009
<b>FEBRUARY</b> 42 - Purim	Monday <b>January 19, 2009</b>	Monday February 02, 2009
<b>MARCH</b> 43 - Passover	Monday <b>February 16, 2009</b>	Monday March 02, 2009
<b>APRIL</b> 44 - Spring	Friday <b>March 20, 2009</b>	Monday April 06, 2009
<b>MAY</b> 45 - Shavuot	Monday <b>April 20, 2009</b>	Monday May 04, 2009

Canada Post’s actual distribution dates may vary.

Artwork **MUST** be received by JTO by submission deadline to ensure placement of your ad.

# JTO Advertising Specs

## 2008 Distribution Areas

### DISTRIBUTION:

**40,000 Minimum**

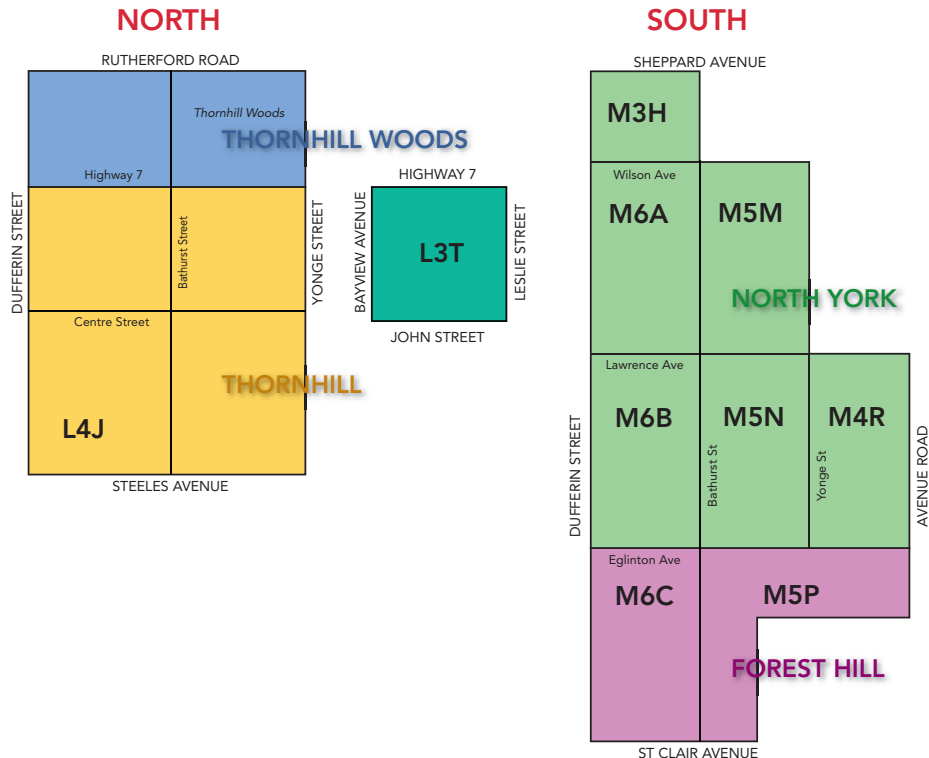
### DISTRIBUTION SOURCE:

Canada Post and Stand Alone

### DISTRIBUTION AREA (see maps below):

20,000 North - Thornhill, Thornhill Woods

20,000 South - North York, Forest Hill

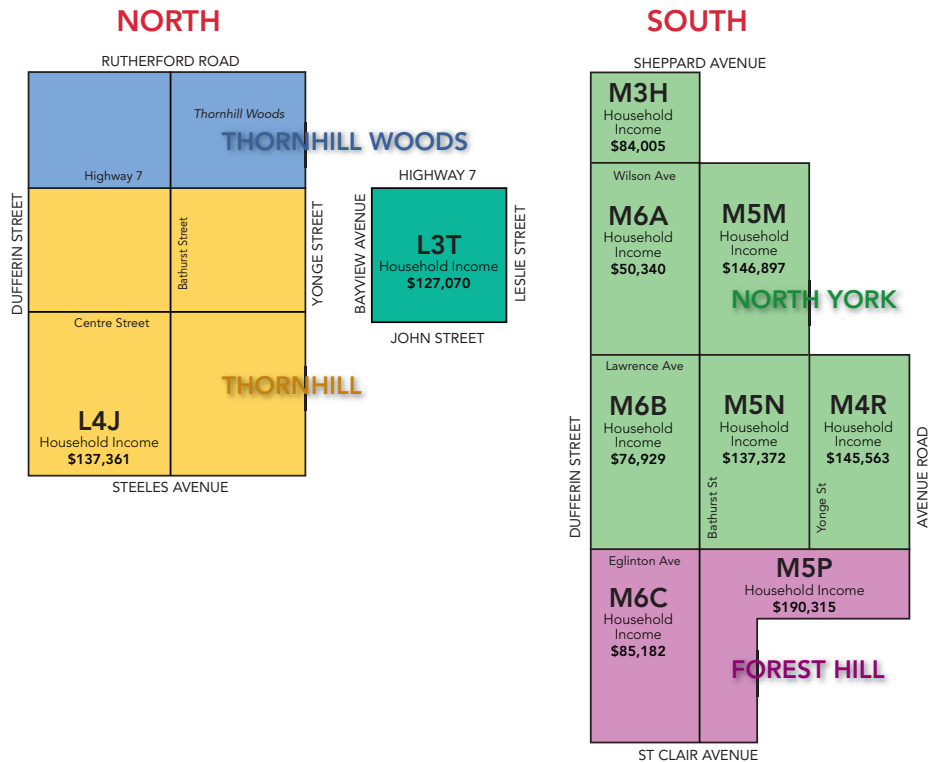


# JTO Advertising Specs

## 2008 Distribution Areas

JTO is Delivered to some of **Toronto's Most Affluent** Areas!

Estimated 2008 Household Incomes.



# JTO Advertising Specs

## 2008 Pricing and Ad Dimensions

Ad Size		Price Per Issue
A	1/4 Page Banner Ad	\$355.00
B	1/2 Page	\$590.00
D	Cover Banner Ad	\$885.00
E	Full Page	\$990.00
F	Full Page, Inside Covers Front or Back, Centerfold	\$990.00 + 15% Premium Page Rate
G	Full Page Outside Back Cover	\$990.00 + 20% Premium Page Rate

- Minimum 6 editions.
- 10% discount for 1 year.
- Prices and dates are subject to change without prior notice.
- Plus applicable taxes.

### AD SUBMISSION

Please submit your ads according to the specs and dates provided in this advertising guide.

*NOTE: Ads not recieved in the proper format or size will be sent back or will be resized at the advertisers expense and will be billed at a rate of \$50.00 per hour.*

### FREE AD DESIGN

JTO offers one (1) free ad design per booking. Final copy, logos and any other elements must be submitted prior to design commencement.

#### What's Included:

- 1 concept (any size) with up to 2 minor design changes
- Up to 2 royalty free stock images/graphics

*NOTE: Any additional changes or revisions will be billed at a rate of \$50.00 per hour.*

**A**

**1/4 Page Banner Ad** - Inside pages

Size : 4.875" x 1.8125"

Live Type Area: 4.625" x 1.5625"

NO Bleed Required

**B**

**1/2 Page Ad** - Inside pages

Size : 4.875" x 3.75"

Live Type Area: 4.625" x 3.5"

NO Bleed Required

**C**

**Cover Banner Ad** - Cover only

Size : 4.875" x 1.5"

Live Type Area: 4.625" x 1.25"

NO Bleed Required

**E - F - G**

**Full Page Ads** - Inside pages, inside covers, back cover

Size : 5.375" x 8.375"

Live Type Area: 4.875" x 7.875"

Must include 0.125" all around - BLEED: 5.625" x 8.625"



# JTO Advertising Specs

## Artwork Formats

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**Files MUST be submitted in one of the following formats:**

- **Adobe CS2 (or lower):**
  - **Illustrator - .eps or .ai**  
*Include all fonts and all linked supporting images. DO NOT embed images. You may submit files that have fonts converted to outline. **Note:** We can not make any adjustments or edits to these files.*
  - **Photoshop - layered .psd, .eps or .tif**  
*Files must be at 100% of actual size **and** 300 dpi. Do not flatten psd or tiff file artwork, incase revisions are needed.*
  - **InDesign - .indd**  
*Include all fonts and all linked supporting images. DO NOT embed images. You may submit files that have fonts converted to outline. **Note:** We can not make any adjustments or edits to these files.*
- **Acrobat PDF - PDF/x-1a or Press Quality ONLY**
- **CMYK**

### **JTO is produced on a Mac Platform.**

Please include all fonts and supporting hi resolution images. Include a Low res PDF (if possible), with final art for proofing purposes.

### **Note to PC users:**

Please submit files that have all fonts converted to outline. Artwork will remain exactly as you have sent it and font substitution will not occur.

### **Submitting Files**

Files may be submitted Electronically via email (4 mb and under) or you may submit a disk. Files may be Zipped or Stuffed.

***Files not submitted in the requested formats will be sent back and may result in loss of ad space, at the advertizers cost.***

# JTO Advertising Specs

## Contact Us

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**Please contact JTO Creative, if you require further assistance.**

Rose Suchall - Advertising Sales Manager  
ads@jto.com

Glenna Daniel - Art Director  
creative@jto.com

## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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