

JewishNews.ca

JEWISH LIFE. IN FULL VIEW.

Independent Jewish journalism.



ADVERTISING & MARKETING KIT

Connect your brand with Jewish readers.

Independent reporting on Israel, Canada and Jewish communities. Display advertising alongside journalism, analysis and stories that matter to Jewish life.

ISRAEL

Reporting and perspective

CANADA

National and community life

JEWISH LIFE

People, ideas and connections

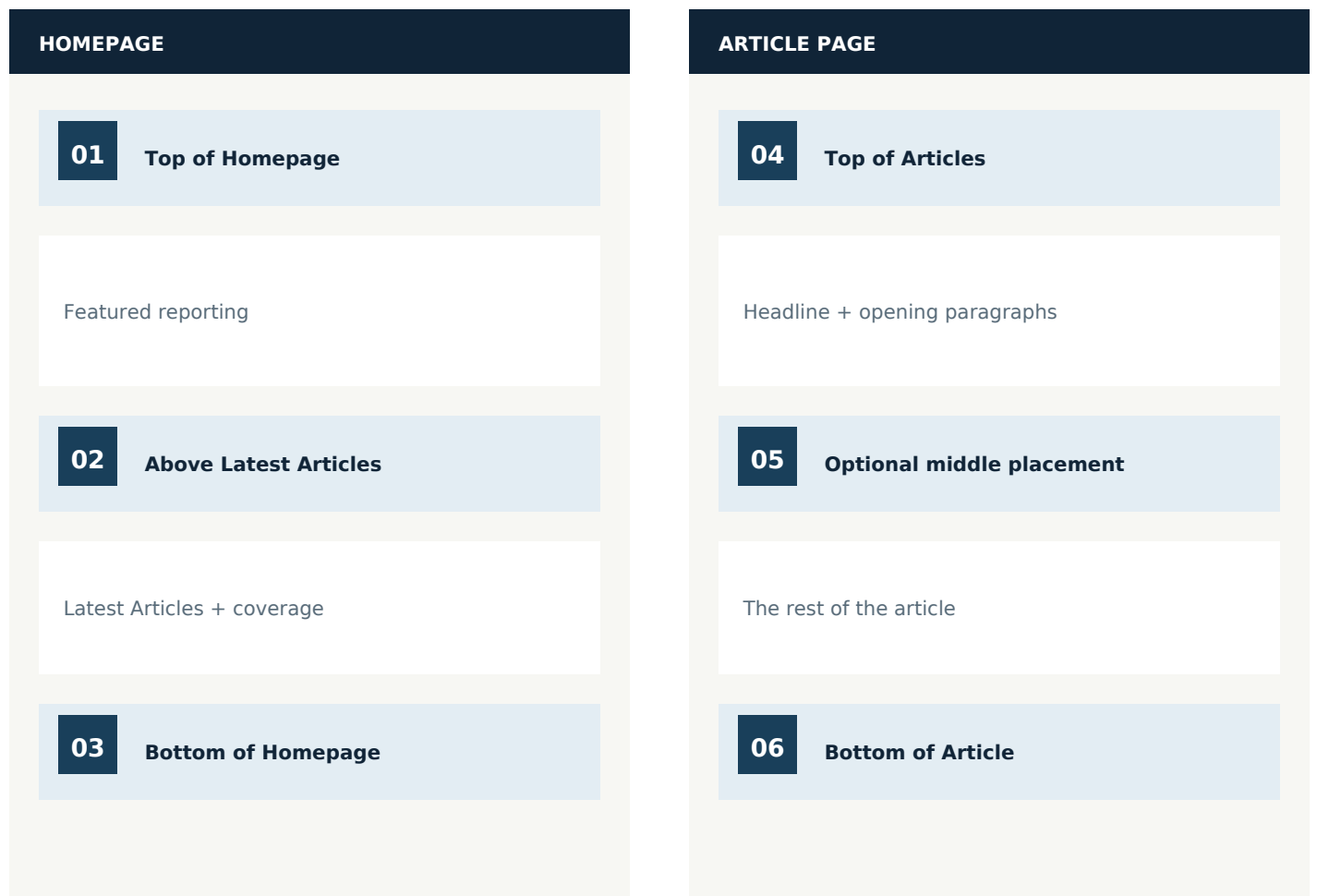
jewishnews.ca

Monthly rates in Canadian dollars. Availability and final quotes are confirmed before booking. No audited audience or guaranteed delivery figures are claimed.

WHERE YOUR BRAND APPEARS

Six placements. Clear choices.

Three homepage positions and three article positions, including optional in-story advertising.



THE MAIN READING JOURNEY

Homepage middle ads sit immediately above Latest Articles. Article middle ads appear only on stories where the editor has enabled that position. Standard artwork scales to the available screen width.

Booking details: Confirm campaign dates, placements, availability and any geographic targeting with our team. Diagrams are schematic; ad labels keep commercial messages distinct from editorial copy.

MONTHLY ADVERTISING RATES

A straightforward monthly plan.

All prices in Canadian dollars per month. Applicable taxes, if any, are confirmed in your quote.

01	Top of Homepage 1200 x 250 px JPG	\$250
02	Middle of Homepage 1200 x 250 px JPG	\$200
03	Bottom of Homepage 1200 x 250 px JPG	\$125
04	Top of Articles 1200 x 250 px JPG	\$175
05	Middle of Article 1200 x 250 px JPG	\$150
06	Bottom of Article 1200 x 250 px JPG	\$175

Longer commitments

3 MONTHS**10% off****6 MONTHS****15% off****12 MONTHS****20% off**

Charities and not-for-profits: 25% off. Multiple ads: 10% off.

For website placements, apply the single largest eligible duration, multiple-ad or charity discount. Discounts do not stack. Confirm the final quote before booking.

Special sizes and placements are available by quote. Campaign dates, availability, targeting and the applicable discount must be confirmed in the booking agreement. No impressions, clicks, leads or sales are guaranteed.

CREATIVE SPECIFICATIONS

Built to look good on mobile.

Supply a finished JPG banner, advertiser name and click-through destination URL.

STANDARD ARTWORK

All six standard website placements

1200 x 250 px | JPG

High resolution: 2400 x 500 px

Recommended production dimensions, not fixed display dimensions. Standard banners use a 24:5 ratio and scale across desktop and mobile. Special sizes and placements require a quote.

FILE PREPARATION

Use JPG with RGB / sRGB colour. Aim below 300 KB, with a recommended maximum of 500 KB for fast loading on mobile.

CLEAR CREATIVE

One message, large lettering and a short call to action. Leave comfortable margins. Avoid small-print-heavy banners.

Send with your artwork: The advertiser name, placement choices, dates, destination URL and a concise accessible image description. Confirm any location targeting before the campaign begins.

Delivery: Standard website banner placements are separate from custom sponsored content or newsletter distribution. Any additional format, creative adaptation or distribution commitment is quoted separately.

ONE POSITION

Choose a named homepage or article placement.

MULTIPLE ADS

A 10% multiple-ad discount is available.

LONGER TERM

Duration discounts rise to 20% for a 12-month commitment.

Discounts do not stack. Confirm final pricing with our team.

SPONSORED CONTENT + BOOKING

Tell a fuller brand story.

Clearly disclosed commercial articles, with scope and distribution agreed before production.

SUPPLIED ARTICLE

C\$450

Advertiser supplies copy and approved images. Includes editorial review, light editing and formatting.

WRITTEN FOR YOU

C\$650

We research and write the article from agreed material, with fact-checking and two revision rounds.

Scope: Up to approximately 800 words and one lead image. Licensed images, translation, travel and substantial original reporting are quoted separately.

Editorial independence: Paid advertising does not purchase independent coverage, favourable reporting or editorial endorsement. Sponsored content identifies its sponsor and remains subject to verification and editorial review.

Campaign checklist: Business or organization name, contact details, preferred placements, dates, destination URL and final artwork. Include any request for geographic targeting or a charity / not-for-profit discount.

Confirm before launch: Availability, campaign length, final quote, the applicable discount and any additional production or distribution services. Requests for custom formats are assessed separately.

Ready to plan a campaign?

Use Contact Us and choose Advertising, or email our team directly. The Contact Us form opens your email app; send the prepared message there to complete your enquiry.

[Contact JewishNews.ca about advertising](#)

contact@jewishnews.ca

jewishnews.ca/contact