



2019 Media Kit
Advertise in print
and online with the
longest-running
organization whose
sole purpose is the
promotion of Jewish-
interest books.

**All advertising proceeds support
Jewish Book Council programs.**

About

Jewish Book Council

As the literary arm of the organized American Jewish community, Jewish Book Council's presence is felt in:

- the publishing industry
- the Jewish professional community
- Jewish Federations
- Jewish Community Centers
- synagogues
- libraries
- homes in North America and across the globe

Jewish Book Council is the longest-running organization devoted exclusively to the support and celebration of Jewish literature. Through an ever-growing list of projects and programs, Jewish Book Council serves as a catalyst for the writing, publication, distribution, reading, and public awareness of books that reflect the rich variety of the Jewish experience.

Jewish Book Council is the chief proponent of the English-language Jewish literary tradition, and the main address for information on the North American Jewish literary scene.

Advertising in Jewish Book Council's print literary journal, on the Jewish Book Council website, or through Jewish Book Council's weekly emails, ensures that your message reaches the precise community you need to inform. In any given week, Jewish Book Council reaches approximately 50,000 readers.

Print

Paper Brigade

Jewish Book Council's annual literary journal, Paper Brigade, features in-depth articles, personal essays, interviews, visual arts spreads, illustrations, and more. Each issue provides a snapshot of the current Jewish literary landscape while also reflecting on the history of Jewish literature in America and abroad.

A new issue is released each December. Ad reservations are due by early August each year.

Book an ad in
Paper Brigade and
the Annual Jewish
Book Club Guide
and save \$100

Rates

\$550 for a full page, color ad

Specs

Images should have a resolution of 300 DPI and be formatted to fit a 6.75 x 9.5 inch page (with a 1/8 inch bleed).

Contact

Becca Kantor
becca@jewishbooks.org

Digital

Jewishbookcouncil.org

Jewish Book Council's website offers various ways to quickly reach your target audience, including leaderboard and sidebar placement.

Contact

David Kelsey
david@kelseymedia.com

Digital

Weekly newsletter

Advertising through JBC's weekly emails allows you to reach 18,000+ subscribers interested in Jewish-interest books, programs, and events. You can choose to advertise with a banner ad, included along with our regular email content, or through a dedicated email.

Rates

\$275 for a banner ad

\$550 for a dedicated e-blast

Specs

Banner ads must be 750 (w) x 200 (h) pixels. E-blasts must be 600 x 600 pixels. Acceptable file formats are gif, jpeg, and png. Maximum file size is 100 KB.

All images should be optimized for the web with a resolution of 72 dpi and should be saved in RGB mode. Samples available upon request.

Contact

Simona Zaretsky

simona@jewishbooks.org

Digital

Annual Jewish Book Club Guide

Make your book stand out with an advertisement in the Annual Jewish Book Club Guide.

Each year JBC releases a digital guide with recommendations for fiction and nonfiction titles along with discussion questions for each book. The guide is consulted by thousands of book clubs and individual readers.

Book an ad in
Paper Brigade and
the Annual Jewish
Book Club Guide
and save \$100

Rates

\$550 for a full page ad

Specs

7.5"x10", full color, 300 dpi

Additional opportunities

- Market your book through a sponsored discussion guide
- Book giveaways
- Targeted promotion to book clubs

Contact

Miri Pomerantz Dauber
miri@jewishbooks.org



SPECIAL OPTIONS

Jewish Book Council offers additional advertising opportunities, as well as packages that combine advertising for special prices.

For more information on advertising bundles or more detailed information about the below opportunities, please contact Simona Zaretsky at simona@jewishbooks.org.

Additional Advertising Opportunities Include:

- Sponsoring the JBC Network Conference Reception
- Contributing conference bags or materials to the annual JBC Network Conference or an annual writers' seminars
- Sponsoring a giveaway at the annual National Jewish Book Awards gala