

# PRODUCTION MEDIA KIT 2024



**A monthly lifestyle newspaper geared to the Jewish community in Westchester County.**

**Tabloid Size** -- for easy handling

**Editorial** -- lifestyle editorial geared to the Jewish community in Westchester County, including news from the local Synagogues, Jewish community centers and youth centers.

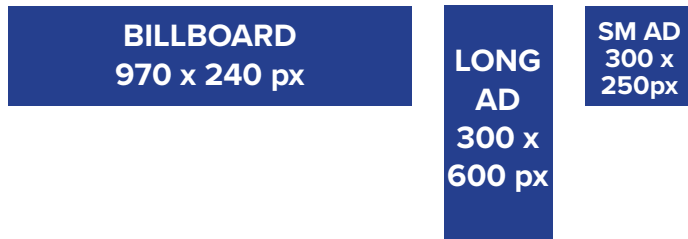
**Distribution** -- delivered to community centers, youth centers, Synagogues, libraries and select retail stores in Westchester County.

## NEWSPAPER PRINT AD SIZES



## DIGITAL AD SIZES IN PIXELS

Custom sizes are available, including homepage popup ads. File can be a .jpg or .png file, high resolution.



## PRINT AD SPECIFICATIONS

All ads must be print-ready, CMYK PDF files.  
All colors must be CMYK, not RGB or spot colors.  
Make sure that all black is set at 100% black, not CMYK.  
Be careful not to use very small reverse type.  
Newsprint may fill in white type that is small.

## SENDING PRINT OR DIGITAL ADS TO:

Your Advertising Sales Executive and the Art Department at: [shorelineproduction@gmail.com](mailto:shorelineproduction@gmail.com)

## PUBLICATION DATES

Material Deadline	Publishing Date
December 18	January 4
January 15	February 1
February 19	March 5
March 18 (Passover issue)	April 2
April 15	May 1
May 20	June 4
June 17	July 2
July 15	August 1
August 19 (Rosh Hashana issue)	September 4
September 16	October 1
October 21	November 5
November 18 (Chanukah issue)	December 3
December 16	January 2, 2025



629 Fifth Avenue, Suite 213 Pelham, New York 10803 914-738-7869