

AGENCY DESCRIPTION

Jewish Family & Community Services East Bay (JFCS East Bay) is a community-based, direct social and human services organization that has supported Alameda and Contra Costa County residents of all ages, races, and religions for 147 years. We serve refugees from Afghanistan and newcomers from Ukraine, older adults aging with support in their homes, Holocaust survivors receiving care and restitution, immigrants becoming citizens, and families and individuals strengthening their mental and physical well being.

ADVERTISEMENT SUBMISSION SPECIFICATIONS:

Format: High-resolution PDF file.

Submission Email: marketing@jfcs-eastbay.org

Deadlines:

- Logo, website link, social media links: **ASAP**
- To be included in JWeekly ad: confirmed sponsorship by **2/15**
- To be included in event program: Ad pdf deadline is **2/15**

Ad specifications for Event Program book

- Quarter page black & white Ad in printed event program 2"x 3.5" (can be horizontal or vertical)
- Half page black & white Ad in printed event program (5" wide x 3.5" high)
- Full page black & white Ad in printed event program (5" wide x 7.5" high)
- Full page color Ad in printed event program (5" wide x 7.5" high)

Submission Guidelines:

1. File Format:

- Only high-resolution PDF files will be accepted.
- Ensure that the PDF is created with high-quality images and text for optimal printing results.

2. Resolution and Size:

- Maintain a minimum resolution of 300 dpi (dots per inch) to ensure clarity and print quality.
- Ad dimensions should adhere to the specified requirements for the publication.

3. Color Mode:

- If the ad is in color, ensure it is in CMYK color mode for accurate color reproduction.
- If the ad is in black and white, use grayscale mode.

4. Bleed and Trim:

- If applicable, include bleed according to the publication's specifications.
- Trim marks may be necessary for accurate cutting; check with the publication for specific requirements.

5. Fonts:

- Embed all fonts to avoid potential display issues.
- Alternatively, convert all text to outlines/paths to maintain the intended font style.

6. Content and Design:

- Verify that all content is accurate and up-to-date.
- Ensure that the design complies with any branding guidelines provided by the publication.

7. Contact Information:

- Include relevant contact information within the ad, such as a website URL or contact number.

8. Submission Confirmation:

- Upon sending the email to marketing@jfcs-eastbay.org, please request a confirmation of receipt to ensure successful submission.

9. Late Submissions:

- Submissions received after the specified deadline (**February 15, 2025**) may not be considered for inclusion.

10. Additional Instructions:

- Follow any additional instructions provided by the marketing team or publication to avoid potential issues during the submission process.