



The Crescent City Jewish News is the Voice of New Orleans' Jewish Community.

**Offering Three Great Ways to
Stay Informed:**

www.CrescentCityJewishNews.com

Provides continuous coverage of news that informs, supports and promotes the Greater New Orleans Jewish community and all extended families located throughout the United States, Israel and the world.

The Best of the Crescent City Jewish News Yearbook

Printed annually, this magazine reviews the most popular and important stories from the previous months. Also downloadable as a PDF at www.CrescentCityJewishNews.com.

The Best of the Crescent City Jewish News: The SOURCE

An annual printed guide to Jewish living in New Orleans and North Shore including business and professional resources, information on arts and culture, synagogues, religious life, education and more. Also downloadable as a PDF at www.CrescentCityJewishNews.com.







Crescent City *Jewish* News: Home Grown, Locally Owned

www.CrescentCityJewishNews.com



The Crescent City Jewish News (www.crescentcityjewishnews.com) is proud to offer **2 award winning** print publications annually: **The Best of the Crescent City Jewish News Yearbook and SOURCE.**

Print Advertising Rates & Sizes

Ad Size	Ad Size	Price	Ad Dimensions
Full page (cover)*		\$1200	Bleed 9.125" w x 11.125" h Trim – 9" w x 10.875" h
Full page (inside)*		\$1000	Bleed – 9.125" w x 11.125" h Full page trim – 9" wide x 10.875" high
Half Page*		\$650	Horizontal – 8.125" w x 4.75" h
Half Page*		\$650	Vertical – 4" wide x 9.75" high
Quarter Page		\$450	4" wide x 4.75" high
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Listing (SOURCE only)		\$100	n/a
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*Includes a FREE AD on www.CrescentCityJewishNews.com linked to advertiser's site

**All paid advertisers receive a free SOURCE listing

Online Advertising Rates & Sizes at www.CrescentCityJewishNews.com

Banner Ad	\$200/month	610 x 90 pixels
Top Right Column Ad	\$100/month	250 x 170 pixels
Middle Right Column Ad	\$85/month	250 x 170 pixels
Bottom Right Column Ad	\$85/month	250 x 170 pixels
Middle/Top Left Column Ad Only visible on home page	\$100/month	300 x 250 pixels
Bottom Left Column Ad Only visible on home page	\$85/month	300 x 165 pixels

About Crescent City Jewish News

Crescent City Jewish News: Home Grown, Locally Owned

www.CrescentCityJewishNews.com



The Crescent City Jewish News (CCJN) www.CrescentCityJewishNews.com is a Jewish community website that provides continuous coverage of news that informs, supports and promotes the greater New Orleans Jewish community and all extended families located throughout the United States, Israel and the world. The CCJN is committed to serve as an unbiased communications portal providing coverage of all events, organizations and charitable Jewish agencies that have relevance to the greater New Orleans Jewish community. In addition to the website, the CCJN prints two issues annually; The Best of the Crescent City Jewish News Yearbook and the SOURCE, an annual guide to Jewish living in New Orleans and North Shore.

Distribution of The Best of the Crescent City Jewish News Yearbook and The Best of the Crescent City Jewish News: The SOURCE spans a variety of locations in the Greater New Orleans vicinity including Uptown, Lakeview, Metairie, Kenner, West Bank and North Shore. Specific locations include Chabad centers, Jewish Community Center Uptown and Metairie, Woldenberg Retirement Village, Dorignac's, Mardi Gras Zone, Kosher Cajun, Chateau Drugs, Gates of Prayer, Temple Sinai, Touro Synagogue, Anshe Sfard, Congregation Beth Israel, Shir Chadash and Northshore Jewish Congregation.

CCJN is privately owned by **NOLA Jewish Media**, which is a proud 5th generation New Orleans Jewish family. The advantage of being nurtured and educated locally gives us an insider's view! **We are Jewish New Orleanians!** We know what local events are of interest to our readers, including pertinent national and international issues. We are personally sensitive and understand the threats that target our minority group. It is essential that, as Jews, we have coverage of the continuous dangers of terrorism and anti-Semitism that are increasing worldwide.

The distribution of our print editions includes a direct mailing of 5000 copies to households and 6500 copies distributed in public locations throughout the greater New Orleans area. 2017 saw an 12.45% increase in our overall audience over the previous year and an increase of 11.05% in new users on our website.





Our site has become so well-known and respected that when Donald Trump went to Jerusalem on May 24, 2017 journalists went to the CCJN to check out the fact that Trump was the first sitting U.S. President to go to the Western Wall. Our numbers spiked more than 600% that day. During the Israeli embassy stabbing and shootings in Jordan, our numbers shot up more than 175% as people sought more information.

Who We Are and How to Reach Us

Crescent City Jewish News: Home Grown, Locally Owned

www.CrescentCityJewishNews.com



 <p>The CCJN is a member of the American Jewish Press Association, the organization which has for many decades represented the interests of the American Jewish media.</p>	 <p>The CCJN is also proud to now offer continuous news of Jewish people via JTA, the Jewish News Service. This will enhance our local coverage, which is first and foremost to the mission of the CCJN.</p>
 <p>The CCJN is also a member in good standing of the Press Club of New Orleans.</p>	 <p>The CCJN is also pleased to be a member of Tazpit Press Service (TPS) and Jewish News Syndicate (JNS.org)</p>



Alan Smason, Editor of the CCJN, is a local area journalist and theater and music critic. Smason has been published in various magazines, journals and newspapers throughout the country for over three decades. His journalistic expertise is reporting on topics of Jewish interest in Jewish publications. Smason is a Board member of the **American Jewish Press Association**. He can be viewed most weeks on the local **WYES Television channel's "Steppin' Out"** program with local theater coverage and review.

Arlene S. Wieder, Director of Advertising & Marketing, is a native New Orleanian who has worked as an educator, most recently in New Orleans. Her attachment to journalism goes back to her time in high school when she was editor of the newspaper.

Amy Thomas, Advertising Sales, has lived in New Orleans for nearly 30 years. Thomas's background in customer service and inside sales and most recently advertising sales, makes her a great asset to CCJN.

Crescent City Jewish News

3810 Nashville Avenue, New Orleans, LA 70125

504.410.7744 www.CrescentCityJewishNews.com

Alan Smason, Editor

editor@ccjn.net or 504.874.5618

Arlene S. Wieder, Director of Advertising & Marketing

advertising@ccjn.net or 216.973.6035

Amy Thomas, Advertising Sales

AmyThomas@ccjn.net or 504.473.036



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Jewish Federation
OF GREATER NEW ORLEANS

Fall 2018

Dear community members and advertisers,

We would like to introduce you to *Crescent City Jewish News*, an online news resource serving the Greater New Orleans Jewish community. We would further like to encourage you to offer it your fullest support.

Crescent City Jewish News offers online coverage of news, and is proud to be an entirely local venture. *CCJN* annually publishes both *The Source*, a guide to all things Jewish in New Orleans, as well as a yearly Best Of magazine. Both print pieces are mailed to more than 3,400 households in south Louisiana.

We are proud of our relationship with *Crescent City Jewish News* and encourage you to join us in advertising, sharing stories and publicizing events with *CCJN*.

Your support of *Crescent City Jewish News* ensures that readers from all over continue to know the story of Jewish New Orleans. Thank you for your consideration.

Sincerely yours,

Henry A. Miller, Board Chair

Arnie D. Fielkow, CEO



Testimonials

Crescent City Jewish News is like a reliable friend who shows up every Friday in my InBox to share all the important happenings of our community. That is, my NOLA, State, National, International and of course, Israel Community. I depend on CCJN to keep me connected to the things I truly care about. Ushering in Shabbat would not be the same without it. Thanks CCJN! ~*Dov Glazer*

I enjoy reading the Crescent City Jewish News both online and in print for coverage of local news of interest to all New Orleanians. Alan Smason's theater and entertainment coverage is also insightful and informative and gives the spotlight to talented local performers and artistic venues. ~ *Dominic Massa, WWL-TV Executive Producer/Special Projects*

The Crescent City Jewish News is an online newspaper with style and substance. Since I travel often, the CCJN online gives me the opportunity to keep up with events in the New Orleans Jewish Community [ex. - "Shaya" Chef is opening a new restaurant called "Saba" Yea!] as well as read about national and international news of interest [ex.-They are banning circumcision in Iceland thus preventing the growth of a Jewish community in that country- Wa Wa!]. The design lay out is really easy to access. I scan the first page and click on the articles that interest me. The new cartoon section is wonderful [loved the cartoon on Freedom of Speech] and I always look for theatre reviews and cultural stories written by Mr. Mason with aplomb. The newspaper is clean, professionally written and responsible in its coverage. It provides an important service to the Crescent City. Thank you. ~ *Francine Segal*

Weekly, I religiously click open my CCJN email to enjoy the op-eds and articles on Jewish personalities, international Jewish issues and events as well as play reviews. From the articles, I learn and gain insights, many times sharing with out-of-town relatives and friends. Also, I check all local happenings and obituaries, so I remain in-the-know. I also read the print edition of the Best of the Crescent City Jewish News which I find truly special – especially the past coverage of prominent Jewish women through the years and of the local synagogues' histories. CCJN provides a caring, personal presentation of inside the local Jewish community and an understanding of issues of interest. Keep up the good work! ~ *Barbara Greenberg*

As a 3rd generation New Orleanian - and a present day Israeli citizen (already 30 years!) - I enjoy reading CCJN to keep up with the events in the New Orleans Jewish Community. I read the weekly newsletter which is sent to me by email. The newsletter is well written and reflects a cross section of the community; in an era of shrinking Jewish population in the Diaspora, this approach is encouraging and comforting. Kol Ha'kavod (hat's off!)? ~ *Kathy Rasner, Tel Aviv*



Demographics

The Jewish Community has existed and thrived in the Greater New Orleans area for more than two centuries. It is a group of committed, established and supportive New Orleanians. Many of the city's prominent and productive leaders in the fields of medicine, public service, law, manufacturing, education, banking and commerce have been of the Jewish faith. At one time in New Orleans, most of the retail department, jewelry, furniture and drug stores were all Jewish-owned.

In the post Katrina years, many longtime residents chose to relocate with their extended families outside of the New Orleans community. However, with the advantages of the internet and social networking, the CCJN can help the New Orleans Jewish families remain strong and closely connected.

The Jewish Federation of New Orleans reports that the current Jewish population is mid-sized with Jews of all denominations. The community has Kosher food available, two Jewish Day Schools, two Jewish Community Center campuses, Tulane University Hillel and nine synagogues including a Northshore Jewish community in Mandeville and Chabad locations uptown and in Metairie.

The New Orleans Jewish community is a population of 10,000 educated, affluent, extensively traveled and community minded citizens. They contribute significantly to charitable funds and are active supporters of the arts. A large number of its members are homeowners, long time tax payers, politically and socially active. Jewish children in New Orleans attend many of the area's most prestigious local private schools and go on to graduate from four-year institutions.

Unlike other United States urban communities, the **New Orleans Jewish population** maintains strong ties to their religious institutions and affiliate with at least one local synagogue. Most Jewish families have memberships to the Jewish Community Center or other fitness gyms. According to the recently released Religious Bodies (ASARB) study, the greater New Orleans area was ranked 15th most religious metropolitan area in the United States with 53,479 religious adherents per 100,000 persons.



Advertising Policy and Procedure

Web Advertisements must be submitted in .jpg, .gif, .swf or .png file formats. Design and conversion services are included in our fees. It is important to include your website link in the ad. CCJN viewers will be able to immediately access your website with one easy “click” on your ad. This is the unique advantage of online advertising. Ads are sold in various zones (areas) that rotate on each page view. The ads are visible on the homepage, interior pages or both. The monthly ad prices range in cost from \$75 to \$200 for a banner.

Print Advertisements must be submitted as a PDF file. All advertisements are in full color. The prices per issue range from \$200 to \$1000 based on size.

When **photographs** are submitted, you or the copyright owner, if a different person, retain copyright ownership of the photograph, but you agree that all physical photographs and digital scans of photographs become the property of the CCJN and will not be returned. Advertisers should retain original photographs. Once received, photos may be cropped, modified and published using any medium. We prefer photos sent as .jpg or .gif format.

Please note: Acceptance of advertising does not imply endorsement by the Crescent City Jewish News. Additionally, the CCJN makes no representation as to the Kashruth of food products or services advertised on this site.

The CCJN reserves **the right to reject any advertising or editorial content** that is objectionable to the Jewish community at large. No editorial comments or opinions will be accepted without the author’s name and city included. All submissions must be sent through the postal service or internet.



ZACHOR “REMEMBER” NEW ORLEANS

The principals of the Crescent City Jewish News have established **Zachor New Orleans** as a means of remembering and preserving the history of Jewish New Orleans. The **Jewish Endowment Foundation of Louisiana** (JEF) Fund advised the CCJN to establish the Zachor New Orleans Fund to raise the necessary fiduciary costs involved to digitize, preserve and archive Jewish historical documents, periodicals and journalistic contributions of the 19th and 20th centuries. Through this, digital archives will be made available of The New Orleans Jewish Ledger, the Jewish Civic Press and other Jewish publications and newspapers that previously served the New Orleans Jewish community.

We are soliciting tax-deductible donations to make this possible. You can be a part of this important project by making a donation payable to the Jewish Endowment Foundation of Louisiana, Zachor New Orleans Fund.

To find out more about **Zachor New Orleans** or to make a gift, please contact Ellen at JEF at 504.524.4559.



Advertising Contract

THIS AGREEMENT, effective, _____, 20 _____, between the *Crescent City Jewish News*, a continuous coverage Greater New Orleans Jewish community website and/or complement print editions of our annuals: **The Best of the Crescent City Jewish News Yearbook and SOURCE**.

Advertiser (Name & Address): _____

Principal Contact: _____

owner manager agency other _____

Phone: () _____ Email Address: _____

Advertiser's website address: _____

Placement of the advertisement (check all that apply):

The Best of CCJN YEARBOOK Size: _____ Rate: _____

The Best of CCJN SOURCE Size: _____ Rate: _____

Crescent City Jewish News Website Size: _____ Rate: _____

Advertiser's Specifications & Instructions: _____

Advertiser will agree to an email or verbal acceptance of ad proof design. Print Ad proof will be developed no later than 10 working days. Ads only for website proof no later than 5 working days.

Once advertiser approves the ad then credit card information will be accepted and charged when publication goes to press and/or website ad is uploaded.

Representative of CCJN

Representative of Advertiser

