

# moment

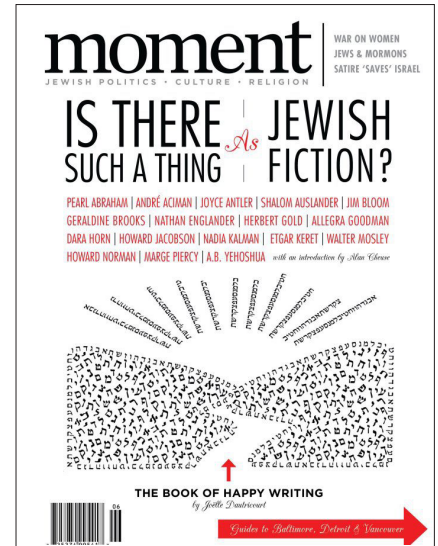
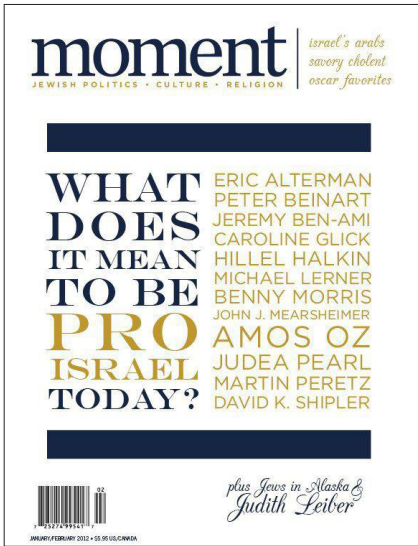
INDEPENDENT JOURNALISM FROM A JEWISH PERSPECTIVE

2013  
MEDIA  
GUIDE



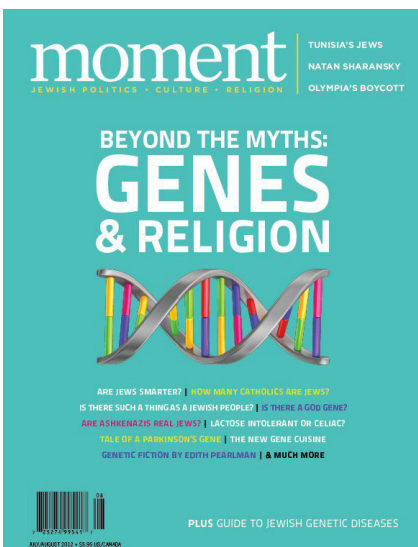
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# WHAT IS MOMENT MAGAZINE?



Moment is the preeminent magazine in the Jewish world reaching more American Jews than any other publication. Co-founded in 1975 by Elie Wiesel, Moment is frequently called “The Jewish New Yorker” with a readership of more than 100,000 discerning consumers who travel widely, read avidly, attend varied cultural events and purchase luxury items. Moment is subscription based, but it is also sold at Barnes & Noble and independent bookstores nationwide.

**“I’M ALWAYS AMAZED HOW MOMENT CONTINUES TO BE SO GOOD.”**  
**—ELIE WIESEL, NOBEL PRIZE LAUREATE AND CO-FOUNDER OF MOMENT MAGAZINE**



# WHY ADVERTISE IN MOMENT?

**“I was amazed by the amount of response we got to our ad.”**

— JODI LEBLANC, DIRECTOR OF MARKETING, TAJ HOTELS

**“Moment magazine is an essential resource for our students preparing for careers of leadership in the Jewish community. It has helped Hebrew Union College-Jewish Institute of Religion recruit for our programs and connected us with our supporters throughout the years. Being part of the Moment community is very important to us. Each issue enlightens, invigorates, and inspires—we love the magazine!”**

—JEANIE ROSENSAFT, SENIOR NATIONAL DIRECTOR FOR PUBLIC AFFAIRS AND INSTITUTIONAL PLANNING, HEBREW UNION COLLEGE

**“In the chaotic magazine world of the post–Internet Age, there’s not much that manages to be thoughtful, informative and provocative. Moment is one of those rare exceptions.”**

—GLENN FRANKEL, PULITZER PRIZE-WINNING FORMER WASHINGTON POST REPORTER

**“Moment is a great resource for spreading the word about the Judische Kulturbund project I am producing. I recommend Moment to anyone looking for a way to reach support near and far.”**

—GAIL PRENSKY, EXECUTIVE PRODUCER AND PROJECT DIRECTOR

## Selected Advertisers:

American Airlines  
 The Blue Card  
 Cimzia  
 Dan Hotels  
 Ebay  
 El Al  
 Embassy Suites  
 Fisker Cars  
 HarperCollins  
 Hebrew Union College  
 Hebrew University  
 Honest Tea  
 Houghton Mifflin  
 Hyatt Hotels  
 Israel Ministry of Tourism  
 J-Date  
 JCCs of North America  
 Jet Airways  
 Jewish National Fund  
 Lufthansa Airlines  
 Magen David Meds  
 Manischewitz  
 Marriott Hotels  
 ORT America  
 Oxford University Press  
 WAMU 88.5 FM  
 Rosetta Stone  
 Simon & Schuster  
 Sofitel  
 Spertus  
 Subaru  
 Taj Hotels  
 US Airways  
 WAMU: National  
 World of Opera  
 Zagat



# READER PROFILE

## Why Advertise In Moment?

Moment is a contemporary, wide-reaching national publication with affluent, highly educated readers. Frequently called “The Jewish New Yorker,” Moment connects with more than 100,000 discerning consumers who travel widely, read avidly, attend varied cultural events and purchase luxury items. Moment is subscription based, but it is also sold at Barnes & Noble and independent bookstores nationwide.

Our readers include policy makers, government officials, financial leaders, philanthropists, non-profit personnel, media professionals, clergy, academics, teachers, lawyers, scientists, doctors, dentists, artists, musicians and more. Moment reaches people of all ages, from parents of young and college-aged children to baby-boomers and beyond.

## OUTSTANDING READER FACTS

Moment readers come from the entire spectrum of Jewish denominations, ranging from Orthodox to secular. Moment also reaches unaffiliated Jews and non-Jews.

Male  
**45%**

Female  
**55%**

Median age range  
**45–62**

Readers with a college degree  
**92%**

Readers with Graduate or Post-Graduate Education  
**66%**

Readers who donate to charitable causes  
**93%**

Readers who own their own homes  
**89%**

Readers who are “avid book readers”  
**82%**

Readers’ Average Annual Income
Moment Magazine \$166,000
The New Yorker \$155,300
The Atlantic \$152,584

# GUIDES & ADVERTORIAL OPPORTUNITIES

## THE GIVING GUIDE

► An amazing 93% of Moment readers report they donate to charitable causes. Moment readers are highly generous and believe that giving is an integral part of Jewish life. Every issue of Moment features this comprehensive resource for our readers to learn about new non-profit organizations and to reacquaint themselves with organizations they might have supported in the past. Moment Magazine has become a hub for non-profits; this prestigious guide provides both large and small, as well as local and international organizations as a proven way to reach North American Jewish communities while building their brand recognition and connecting with new donors. Moment will sometimes dedicate a similar guide to Israeli non-profits.

**the GIVING guide**  
A SPECIAL ADVERTISING SECTION

**THE ADELSON EDUCATIONAL CAMPUS**  
The Adelson Educational Campus, located in Las Vegas, Nevada, is paving the way for nationally accredited Jewish day schools worldwide. Our state-of-the-art facility provides students of all faiths and affiliations with a rigorous, secular, preschool-12th grade college preparatory education, works with the rich traditions and values of Judaism. With Nevada public schools consistently ranked last in the nation in education and resources, the Adelson Campus' aggressive scholarship program serves hundreds of Las Vegas children from falling through the cracks. Over 50 percent of its student body receives substantial financial assistance. To find out more about programs or their scholarship fund, contact director@adelsonedu.com or call 702-733-9100. See ad on page 62.

**AMERICAN FRIENDS OF HEBREW UNIVERSITY**  
The Hebrew University of Jerusalem (HU) is Israel's foremost institution of higher learning, and an internationally recognized, top-ranked center of scholarship and advanced research. The university is the fulfillment of a dream of Albert Einstein and his contemporaries, and educates the brightest minds from Israel and 70 other countries. Since opening its doors in 1955, HU has served as the gateway to success for Isra-

el's leaders. Distinguished alumni fill the seats in the highest levels of government and on the boards of major companies, including, throughout Israel's dramatic biotechnical and high-tech sectors. Hebrew University graduates are achieving research breakthroughs and saving lives in the nation's top hospitals. One Battery Park Plaza, 25th Floor New York, NY 10004 (800) 557-4370 (AFHU) info@afhu.org See ad on page 3.

**AMERICAN FRIENDS OF MAGEN DAVID ADOM**  
Magen David Adom provides a rapid and skilled emergency medical response, in-

cluding support to military contractors and to navigate the challenging environment in Israel. In over 30 years of operation, Magen David Adom has saved thousands of lives by giving them independence, mobility and renewed self-confidence as well as improved self-esteem and responsibility. Our services - supported almost entirely through generous individual, family, foundation and bequests - are completely free. That's why we need your help.

**SUPPORT OUR DOGS! HEBREW EDUCATION**

To learn more please visit: <http://israelguide.org>

Read Guide Dog Center for the Blind 940 Easton Rd. Suite H, Warrington, PA 16876 • Tel 215-343-9100 • E-mail: [fr@dogcenter.org](mailto:fr@dogcenter.org)

66 JANUARY/FEBRUARY 2013

## THE HIGHER LEARNING GUIDE

► Almost all Moment readers attend/attended college and grad school. They highly value Jewish education and long to be immersed in Jewish learning communities. With that in mind, Moment provides two education guides several times a year.

**March/April**  
**November/December**

An unparalleled forum for the institutions that are shaping the future leaders of the Jewish community, no other resource guide rivals the Guide to Higher Learning in prestige and visibility. Moment readers have proven themselves to be interested in enrolling in higher education programs, as well as supporting new initiatives in colleges and universities throughout the world. This is a great opportunity for institutions to connect with their alumni as well!

**Be the change you want to see in the world**

Become a Rabbi, Cantor, Leader in Jewish Education, Jewish Nonprofit Management Professional, or Scholar

Nominate an Outstanding Individual at [admission@huc.edu](mailto:admission@huc.edu)

**HIGHER LEARNING 2012 GUIDE**  
A SPECIAL ADVERTISING SECTION

**AMERICAN FRIENDS OF HEBREW UNIVERSITY**  
The Hebrew University of Jerusalem (HU) is Israel's foremost institution of higher learning, and an internationally recognized, top-ranked center of scholarship and advanced research. The university is the fulfillment of a dream of Albert Einstein and his contemporaries, and educates the brightest minds from Israel and 70 other countries. Since opening its doors in 1955, HU has served as the gateway to success for Israel's leaders. Distinguished alumni fill the seats in the highest levels of government and on the boards of major companies, including throughout Israel's dramatic biotechnical and high-tech sectors. Hebrew University graduates are achieving research breakthroughs and saving lives in the nation's top hospitals. One Battery Park Plaza, 25th Floor New York, NY 10004 (800) 557-4370 (AFHU) info@afhu.org See ad on page 3.

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**HEBREW UNION COLLEGE- INSTITUTE OF RELIGIOUS STUDIES**  
Established in 1944 as the Hebrew Union's institution for the training of rabbis, the Institute of Jewish Studies is a preeminent center of Jewish learning and research. Hebrew Union's rabbinical school is an exciting center and source of service to the Jewish community worldwide. We are seeking to expand our faculty and our ranks of living rabbis.

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# GUIDES & ADVERTORIAL OPPORTUNITIES

## SUMMER PROGRAMS GUIDE

Jewish culture comes alive all over the world for Jewish youth during the summer months. Summer experiences are as varied these days as kayaking on the Jordan River, volunteering on a Navajo Reservation to learning Italian while celebrating Shabbat in Rome. Campfires and “ruach sessions” are in full swing all over North American Jewish campgrounds and waitlists are long for expeditions and volunteer opportunities every year. The Summer Programming Guide covers it all and provides Jewish families with a one-stop shop to get in the know on the most exciting and sought-after opportunities for their children... and sometimes for themselves, as well!

**WE SEE ONE HAPPY**  
 Meet your child's "buddies of a different kind" in our new feature, "Buddies of a Different Kind," designed to help you find a friend for your child who is different from you.

**ONE HAPPY CAMPER**  
 Meet your child's "buddies of a different kind" in our new feature, "Buddies of a Different Kind," designed to help you find a friend for your child who is different from you.

**2013 GUIDE**  
 A SPECIAL ADVERTISING SECTION

**CAMP LIFE AND CAMP LIFE**  
 Based on the rolling list of Western Jewish Camps for the year and Camp Life magazine, this guide provides a comprehensive overview of the summer camp scene. From day camps to overnight camps, from Jewish camps to non-Jewish camps, this guide provides a comprehensive overview of the summer camp scene. From day camps to overnight camps, from Jewish camps to non-Jewish camps, this guide provides a comprehensive overview of the summer camp scene.

**THEY SAY YOU SEE FRIEND**  
 Meet your child's "buddies of a different kind" in our new feature, "Buddies of a Different Kind," designed to help you find a friend for your child who is different from you.

**COMPUTERS, CAMPFIRES & CREATIVITY**

## JEWISH AMERICAN HERITAGE GUIDE

In 2006, President George W. Bush proclaimed that May would be Jewish American Heritage Month. The announcement was the crowning achievement in an effort by the Jewish Museum of Florida and South Florida Jewish community leaders that resulted in resolutions introduced by Rep. Debbie Wasserman Schultz of Florida and Sen. Arlen Specter of Pennsylvania urging the president to proclaim a month that would recognize the more than 350-year history of Jewish contributions to American culture.

As the exclusive media sponsor, every May Moment celebrates Jewish life in America with a special section honoring Jewish American Heritage Month. The 2013 guide will focus on Jews in Entertainment and will include a section on Jewish life in the Washington, DC area. In past years, Moment has explored Jewish museums, archives and historical societies, as well as the dynamic Jewish cultural organizations that exist, sometimes in the least expected places. There is no other guide like this in the American Jewish world.

**JEWISH AMERICAN HERITAGE GUIDE 2012**

Each May, in honor of Jewish American Heritage Month, proclaimed in 2006, Moment is proud to publish the guide highlighting Jewish history and culture in North America. This year, we've selected three special advertisements, stories and programming. We've also included a special feature highlighting cities across the continent with significant Jewish culture and history. We also showcase a selection of new Jewish companies. We thank our sponsor, Zelle, for their support in bringing this guide to life.

**DETROIT**

**WORTH NOTING**  
 Hank Greenberg, "the Hebrew Hammer" was the first Jewish superstar in American professional sports. He received national attention in 1934 when he refused to play baseball for the Detroit Tigers on Yom Kippur, in the middle of a pennant race. The Tigers lost the World Series, at Yom Kippur—now "Yom Kippur Baseball" in Detroit.

**FESTIVALS AND FAIRS**  
 The Jewish Museum of Florida's annual Festival of Jewish Culture is the oldest and largest in the United States. It was held in 1952.

**SITES OF INTEREST**  
 The House Agency (Museum of Jewish Heritage) opened in 1991, and is located in the heart of the city. It is a national center for Jewish American history and culture. The museum's exhibits include a wide range of Jewish American history and culture.



# GUIDES & ADVERTORIAL OPPORTUNITIES

## JEWISH FILM FESTIVAL GUIDE

The era of the Jewish film festival is upon us! In September 2009, Moment introduced its first annual Jewish film festival guide, providing festivals an unprecedented opportunity to increase their audience and build widespread recognition of their stellar work. Showcasing the importance of Jewish festivals, films and filmmakers around the world, this guide quickly became a popular section for Moment readers.

\*Your organization can sponsor the entire guide or share sponsorship.



## JEWISH GENETIC SECTION & GUIDE

Every July/August issue, Moment explores new wrinkles in the field of genetics. Stellar editorial on a wide range of sociological, historical, and health related issues, plus our annual guide to Jewish genetic diseases helps explain issues our readers are concerned with.





# TOURISM SUPPLEMENTS

## Promote Jewish tourism to Moment Magazine's affluent, niche market.

- ▶ Moment readers are frequent international travelers with a serious interest in Diaspora Jewish communities.
- ▶ Moment readers bring in an average income of \$166,000 a year, higher than the average income of New Yorker readers.
- ▶ Moment reaches 100,000 readers through its print edition and a quarter million more online. With the launch of Moment's new digital edition, 2011 readership reached a record high.
- ▶ Seventy-five percent have traveled in the past year and plan to travel again in the next 12 months.

## OPTIONS DESIGNED FOR YOUR NEEDS:

- ▶ An eight, 16 or 24 page tourism supplement highlighting Jewish, national and cultural sites of interest
- ▶ Special option for back cover advertising in the issue featuring your supplement
- ▶ Duel-branded pull-out section potential for use at travel exhibitions
- ▶ Sponsorship of Digital Edition and Digital Edition Email Blast
- ▶ Top-quality design services can be included

### PAST SUPPLEMENTS



# CAUSE MARKETING & CORPORATE GIVING

The pages in Moment’s “The Conversation” and across from our columns are premium placement for corporations and organizations that want to increase their cause and brand awareness.

Moment readers turn to our opinion pages for our thoughtful political criticism that helps guide influential thinkers and policy makers in the United States and beyond. Moment’s opinion editor is former Washington Post editor, Amy E. Schwartz.

Moment’s columns represent a wide range of political points of view, a spectrum rarely found in any Jewish—or non-Jewish publication.

OPINION | AMY E. SCHWARTZ

## Turkey: Where Doth Erdogan Lead?

Turkish Jews—like everyone else—ponder Islam’s growing presence in a secular country.



A plaque at the entrance to Istanbul’s Jewish Museum bears a series of statements in which five successive leaders of the Turkish Republic—from its aggressively secular founder Mustafa Kemal Atatürk in 1923 up through 1997—declare appreciation and support for the country’s Jews. The Jewish presence in Turkey is old and stable; the museum opened in 1992 on the 50th anniversary of the community’s founding, which was set in motion, so the story goes, when the Ottoman sultan Süleyman the Magnificent heard the Jews were being kicked out of Spain, thought they would be an asset to his empire and sent a fleet of ships to pick them up.

Official communal leaders profess confidence that the current prime minister, moderate İsmail Reisip Tayyip Erdogan, is as good for the Jews as his predecessors. But some vigilance would be understandable: Erdogan’s Justice and Development Party (known by its Turkish acronym AKP) is the first avowedly Islamic party to hold power for long in Turkey’s secular system. Since 2003, it has been gradually modifying—or, depending on how you look at it, subtly undermining—the secular principles on which Turkey’s unique status as a moderate Muslim democracy rests.

The Turkish military removed previous governments deemed threatening to secularism. But Erdogan, it’s agreed, has undercut the generals’ power to do this, using an unsettling combination of convenient prosecutions, religious feeder schools and specially constituted courts. “That’s of interest not just to Jews, and others who rely on the secular order, but to the forces pushing change in nearby Arab nations. Ironically, as the West holds up the moderate, secular Turkish system as the model for Islamic democracies, the Turkish order may be morphing into something far more ambiguous.”

“Oh first, there were rumors that Turkey would become another Iran,” says Sami

Kohen, longtime columnist for the national newspaper *Milliyet* and one of the most prominent Jewish figures on the national scene. “You don’t hear Jews discussing that fear anymore.” Domestically, Erdogan has been solicitous of the Jewish community, sending Rosh Hashana greetings, ending some long-standing discriminatory government practices, even characterizing anti-Semitism as akin to the European “Islamophobia” that he loathes. But he has also presided over a sharp turn in foreign policy toward Israel, from perhaps its closest Muslim ally—with extensive military and diplomatic ties—to a fierce public critic. After the infamous Gaza flotilla incident of 2010 in which nine Turks died, he downgraded diplomatic relations and suspended all military agreements.

Most observers see Erdogan’s shift not as a vendetta against Jews but as an attempt to assert Mideast leadership, turning Turkey away from its long and unsuccessful courtship of the European Union toward its more traditional central role in once-Ottoman realms. Erdogan walks the line carefully between reference to Jews and to Israel, but elements of his base make no such distinction. Esin Kalaycioglu, a non-Jewish political scientist at Istanbul’s Sabanci University, says Erdogan can be “exuberantly anti-Semitic” on the stump. Kohen disputes this, but says AKP’s rhetoric toward Israel—“very nasty, strong, harsh, wolf”—creates “a new kind of anti-Semitism” on the streets. After the flotilla deaths, “there were demonstrations, and a fear they might get out of hand. So far it hasn’t, but the fear is there.”

The change in Israel rhetoric brings Turkey more in line culturally with the Islamic world, to the discomfort of Turkish secular intellectuals, who worry about the AKP’s long-term intentions for social policy and their way of life. Erdogan’s style here has been to go slowly, retreating when challenged. A 2009 bill to ban adultery, sharia-style, was shelved after fierce criticism from the European Union. This year, a proposed near-total ban on abortion was dropped in the face of public uproar. On the other hand, the right of women to

wear headscarves at public universities—a raging political issue for decades—is now accepted. More informal measures, such as pressure on small towns to stop serving alcohol in public, have made quiet progress.

“If you look at the whole picture, the fear of the Islamization of the country makes sense,” Kohen says. “Yesterday headscarves, today abortion, what will be tomorrow—the weekend?” (Turkey uses the Western weekend, while most Arab countries take off Friday.)

Kalaycioglu worries that creeping Islamization could cause the long-standing secular/religious, “West and the rest” divide in Turkey to become angry and polarized, “like Israel.” This doesn’t seem like the social phenomenon by which the Middle East’s two most advanced democracies want to be known. But Erdogan’s model of gradual cultural change, accompanied by restriction of the space for democratic dissent, may be a plausible blueprint for the emerging Islamic societies Erdogan so plainly wants to lead.

“The Arab countries aren’t interested in Turkish-style secularism—they want something stronger,” says Nedal Siyam, a producer for Al Jazeera in Istanbul. “Turkey is still searching for its model. It can’t be a model to the region until it solves its own problems.”

Siyam had an unusual front-row seat for Turkey’s early efforts to influence the direction of Egypt’s revolution: He was Erdogan’s simultaneous translator on the latter’s trip to Cairo in 2011. Muslim Brotherhood spokesmen had eagerly awaited Erdogan, heralding him as a model Islamic leader. Interviewed on TV, Erdogan declared that though he personally was a pious Muslim, the Turkish system was secular. The next day, Brotherhood newspapers denounced him as an infidel.

Erdogan’s initial reaction was to retreat, blaming a translation error for the confusion. (Fortunately, Siyam says, he had tapes.) Kalaycioglu, for one, still scratches his head over the incident: “I can’t imagine why he said that.” It’s greatly to Erdogan’s advantage to remain an enigma. But for the future of Muslim-driven moderation and secularism, there is no one more important to watch.

## CONSIDER US A MITZVAH FOR YOUR BUSINESS.

Collabrax uses cloud technology to save you time, money, and resources in order to get you back to what you do best and that is run your business.



To learn more about how Collabrax can help your organization visit us at [collabrax.com/moment](http://collabrax.com/moment).



SILVER CLOUD ALLIANCE PARTNER

Amy E. Schwartz, Moment’s opinion editor, has lived in Turkey and travels there regularly.



# 2013 EDITORIAL CALENDAR

## JANUARY/FEBRUARY: THE ANXIETY ISSUE

Camp and Summer Program Guide  
The Giving Guide  
The Book Guide  
Highlighted Community in Jewish Routes: Las Vegas

## MARCH/APRIL

Symposium: Fate of Religious Freedom  
Special Passover Marketplace  
The Giving Guide  
The Higher Learning Guide  
The Book Guide  
Special Passover Wine Section  
Purim  
Highlighted Community in Jewish Routes: Atlanta

## MAY/JUNE

Jewish American Heritage Guide: Jewish Entertainment  
The Giving Guide  
The Book Guide  
Children's Book Section  
Yom Haatzmaut  
Highlighted Community in Jewish Routes: Washington, DC

## JULY/AUGUST

Moment Symposium: Food  
Special Sections on Genetic Diseases (centers, hospitals, pharmaceuticals) and Genealogy (genes testing, genealogical research, etc.)  
Expanded Book Section: Summer Reads  
Guide to Jewish Cultural Arts  
The Giving Guide  
The Book Guide  
Highlighted Community in Jewish Routes: TBD

## SEPTEMBER/OCTOBER

Moment Symposium: Women  
Special Israel Tourism Section  
Rosh Hashanah/Yom Kippur  
Sukkot  
The Giving Guide  
The Book Guide  
Highlighted Community in Jewish Routes: TBD

## NOVEMBER/DECEMBER: JEWS & SCIENCE ISSUE

Special Poland Tourism Section  
Real Estate Guide: Second Homes, Condos in Israel,  
Retirement in Israel  
Hanukkah Marketplace  
The Higher Learning Guide  
Expanded Book Section  
The Giving Guide  
Highlighted Community in Jewish Routes: TBD

This will be updated throughout the year. Please check back and send us your ideas.

# 2013 PRINT ADVERTISING RATES

Moment is pleased to announce that advertising rates will not be increased in 2013

## Premium Interior Positions

AD SIZE		1X RATE	3X RATE	6X RATE
2	Page	\$5,630	\$5,220	\$4,900
Full	Page	\$3,640	\$3,360	\$3,200
2/3	Page	\$2,780	\$2,670	\$2,520
1/2	Page	\$2,200	\$2,030	\$1,950
1/3	Page	\$1,600	\$1,490	\$1,440
1/6	Page	\$1,300	\$1,230	\$1,190

## Cover Positions

AD SIZE		1X RATE	3X RATE	6X RATE
Inside Front	(cover 2)	\$5,340	\$4,900	\$4,725
Inside Back	(cover 3)	\$3,960	\$3,740	\$3,530
Outside Back	(cover 4)	\$6,790	\$6,350	\$6,130

## Issue Dates And Deadlines 2013

	SPACE RESERVATION	ARTWORK DUE
January/February	11/1	12/1
March/April	1/1	2/1
May/June	3/1	4/1
July/August	5/1	6/1
September/October	7/1	8/1
November/December	9/1	10/1

For dates that fall on weekends or holidays, the deadline is the next business day.

## ADDITIONAL INFORMATION

- ▶ 10% preferred position (additional charge)
- ▶ Inserts—please ask for details
- ▶ Commission & Cash Discount (please contact us for details)
- ▶ Web and digital edition packages available



# ARTWORK REQUIREMENTS

## FILE SPECIFICATIONS

We require press-ready files in the following formats: Acrobat PDF (press-optimized), EPS, TIFF, QuarkXPress, InDesign, Illustrator, Photoshop. Minimum resolution for bitmap artwork is 300 dpi. If necessary, please include all supporting files (if necessary), with fonts embedded or converted to outlines. All files will be quality checked and preflighted. Film submissions, due to our fully digital workflow, will incur additional charges. Detailed file specifications are available upon request. If artwork does not meet specifications, the advertiser will be charged a 25% service fee, plus the cost of design. If the ad artwork is not of the proper dimensions, it will be adjusted to fit the space. Please keep in mind that if the submitted artwork differs proportionally, there could be some elements omitted.

## COLORS

Moment is printed four-color process (CMYK) throughout, at 133-line screen on web offset presses. All artwork will be converted either to black (K) or four-color process (CMYK) for production. Please note that there can be dramatic shifts in color when spot-color or RGB images are converted.

## SIZES

Trim size of Moment is 8.125" x 10.5"  
Bleed size is 8.375" x 10.75"  
Note: Keep live matter 0.25" inside trim

## COPY AND CONTRACT REGULATIONS

- ▶ Moment reserves the right to accept or reject any advertising copy.
- ▶ Order cancellations or changes may not be made by the advertiser or its agency after the closing date.
- ▶ Moment reserves the right to change rates without advance notice. Contracts in effect at the time of the rate change will be protected.
- ▶ Rates are determined by number of insertions contracted for and used during a twelve month period. Minimum rate holder is 1/6-page.
- ▶ Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the number of issues upon which their billings have been based.
- ▶ Covers are non-cancelable 60 days prior to closing dates.
- ▶ All position instructions on orders are considered requests only, unless position charge is added.
- ▶ Publisher shall not be liable for errors in key numbers.
- ▶ Moment reserves the right to decline or reject any advertising for any reason at any time without liability, even though previously acknowledged or accepted.
- ▶ Moment shall not be liable for any costs or damages, if for any reason it fails to publish an advertisement.

# PRINT ADVERTISING DIMENSIONS

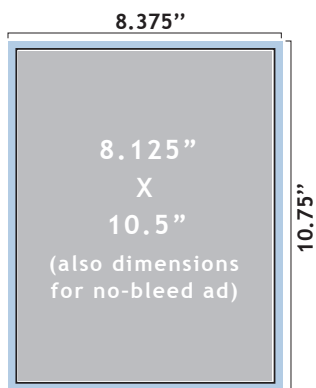
## MOMENT DESIGNS...

Moment provides additional design services for our customers at a discounted rate.

## PAGE DIMENSIONS

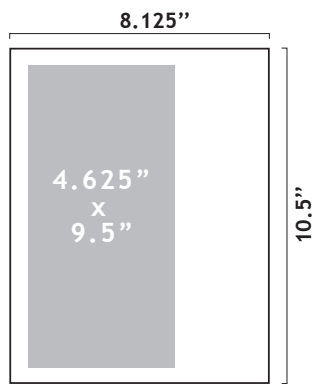
Gray area on full-page ad indicates bleed area (0.125" per side)

### FULL-PAGE

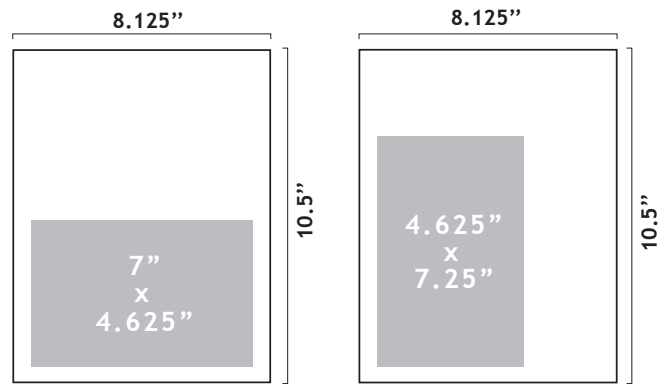


**BLEED AREA**  
Add 0.125" on all sides to make it 8.375" x 10.75"

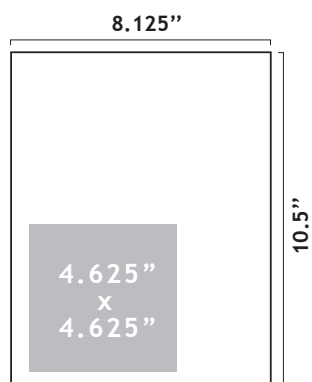
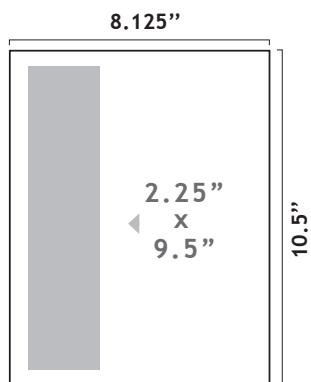
### 2/3 PAGE



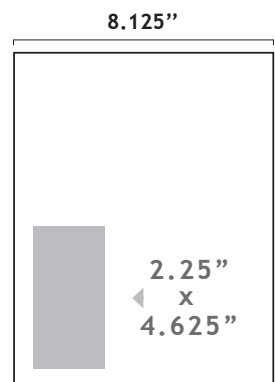
### 1/2 PAGE



### 1/3 PAGE



### 1/6 PAGE




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X  
250

vertical

300  
X  
600

skyscraper

300  
X  
600

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