

FORWARD

www.forward.com

125 MAIDEN LANE
8TH FLOOR
NEW YORK, NY 10038

T: +1 (212) 889-8200
T: +1 (800) 266-0773
F: +1 (212) 689-4255

Display Advertising

Open rate \$72 per column inch

Forward display rates now include full four-color printing *at no extra charge.*

Additional fee may apply to premium position requests.

Classified Advertising

FOUR-LINE MINIMUM; APPROX. 30 CHARACTERS PER LINE

1x..... \$9.50 per line 13x \$8.50 per line

4x..... \$9.00 per line 26x \$8.00 per line

Legal Notices \$48 per column inch, net

Save with an annual contract

CONTRACT LEVEL	SAVE	DISPLAY INCH RATE*	CLASSIFIED LINE RATE*
\$15,000	5%	\$68.40	\$9.03
\$25,000	10%	\$64.80	\$8.55
\$45,000	15%	\$61.20	\$8.08
\$85,000	25%	\$54.00	\$7.13
\$150,000	35%	\$46.80	\$6.18

Discount applies to **all** your ads in the Forward, Yiddish Forverts and forward.com* *except legal notices

Forward.com is a fantastic way to reach a diverse, engaged online audience.

Placement opportunities include:

- Web banner and text link advertising
 - E-newsletters, alerts and e-mail blasts
 - Blog and section sponsorships
 - Pre-/post-roll on videos and podcasts
- ... and more, all at very competitive rates.

Ask your representative for a customized media plan to meet your marketing needs.

Special discounted rates for standard ad units. These may be combined with contract discounts for greater savings.

Full page

6 columns wide

11.5" x 18.3"

Open rate: ~~\$7,992~~

Now only \$7,399

NO EXTRA CHARGE FOR COLOR!



Junior page

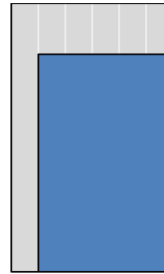
5 columns wide

9.55" x 15"

Open rate: ~~\$5,400~~

Now only \$5,049

NO EXTRA CHARGE FOR COLOR!



Square half

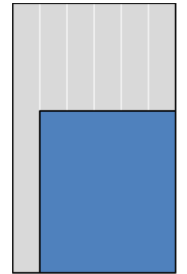
5 columns wide

9.55" x 11.1"

Open rate: ~~\$3,996~~

Now only \$3,749

NO EXTRA CHARGE FOR COLOR!



Horizontal half

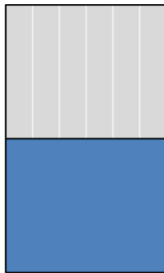
6 columns wide

11.5" x 9.1"

Open rate: ~~\$3,996~~

Now only \$3,749

NO EXTRA CHARGE FOR COLOR!



Vertical half

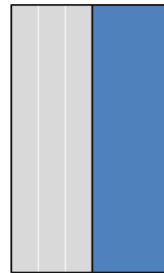
3 columns wide

5.67" x 18.3"

Open rate: ~~\$3,996~~

Now only \$3,749

NO EXTRA CHARGE FOR COLOR!



Square third

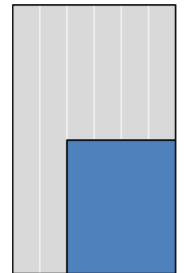
4 columns wide

7.61" x 9.1"

Open rate: ~~\$2,664~~

Now only \$2,519

NO EXTRA CHARGE FOR COLOR!



Horizontal third

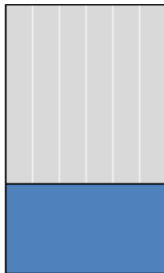
6 columns wide

11.5" x 6.1"

Open rate: ~~\$2,664~~

Now only \$2,519

NO EXTRA CHARGE FOR COLOR!



Vertical third

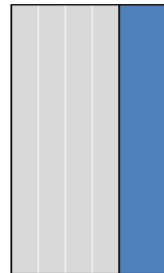
2 columns wide

3.72" x 18.3"

Open rate: ~~\$2,664~~

Now only \$2,519

NO EXTRA CHARGE FOR COLOR!



Standard quarter

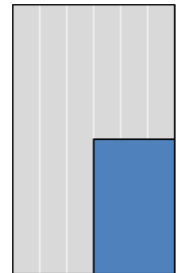
3 columns wide

5.67" x 9.1"

Open rate: ~~\$1,998~~

Now only \$1,899

NO EXTRA CHARGE FOR COLOR!



Horizontal quarter

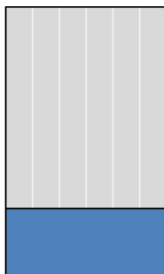
6 columns wide

11.5" x 4.5"

Open rate: ~~\$1,998~~

Now only \$1,899

NO EXTRA CHARGE FOR COLOR!



Vertical eighth

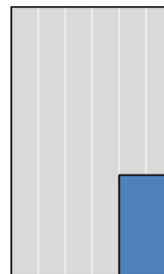
2 columns wide

3.72" x 6.9"

Open rate: ~~\$999~~

Now only \$959

NO EXTRA CHARGE FOR COLOR!



Standard eighth

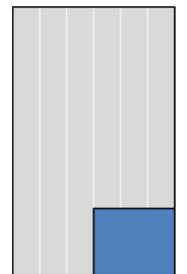
3 columns wide

5.67" x 4.5"

Open rate: ~~\$999~~

Now only \$959

NO EXTRA CHARGE FOR COLOR!



Composition and design services for print and digital are available; ask your Forward ad sales representative or call (800) 266-0773.

Advertising Terms & Conditions

Advertising is accepted by the Forward, in its sole discretion, in accordance with the terms and conditions set forth in this rate card. Submission of an advertising reservation, insertion order or materials to the Forward constitutes acceptance by the advertiser – and, if the order or advertisement is submitted by or through an advertising agency or other party, the agency or party – of the rates and all terms and conditions in effect at the time of the order. These terms and conditions are incorporated into all advertising contracts between the Forward and any advertiser or agency.

Availability & Revisions ▪ A current copy of the Forward’s advertising rates, terms and conditions is available upon request from the Forward, 125 Maiden Lane, 8th fl., New York, NY 10038, or online at www.forward.com/advertise. The Forward reserves the right to issue new rate cards and to revise its rates and terms and conditions at any time; these will be effective no less than one week after their publication at www.forward.com/advertise.

Standards ▪ The Forward may decline to accept advertising that does not meet its standards of good taste, honesty and respectful discourse, including (but not limited to) advertising that is false, misleading, fraudulent, libelous, slanderous or obscene, or which may conflict with any legal or regulatory requirement such as (but not limited to) those applying to political advertising, fair housing and employment practices, unfair competition claims, rights of publicity and privacy, intellectual property rights, and the sale of securities. The Forward reserves the right, in its sole discretion, to label any advertisement with the word “advertisement” or a similar word or phrase.

Rates & Discounts ▪ The then-current rate card, or applicable advertising contract, shall govern in the event of any conflict between an insertion order and the Forward’s advertising rates. The applicable rate level is determined by an advertiser’s contracted or, in the Forward’s sole discretion, projected activity during a one-year period; discounts will not apply to Legal Notice advertising. Late or short payments will disqualify corresponding orders from inclusion in earned-rate calculations, and such orders may be re-billed at undiscounted open rates. The Forward reserves the right to adjust rates based on an advertiser’s progress toward its contracted or projected activity during the course of a calendar year or contract period. If an advertiser does not meet its contracted or projected activity, the Forward will bill the advertiser or its agency for the difference between the rate earned and the rate actually paid, on the same payment terms previously established for that advertiser. Retroactive discounts earned due to activity in excess of that contracted or projected will be credited to future orders.

Sizes & Placement ▪ The Forward’s pages are six columns wide by 18.3 inches deep. Minimum display ad size is four column inches; minimum depths[†] are listed at right. The Forward may reject ads which do not meet its size and shape requirements, or may, in its discretion, charge an additional fee for non-standard sizes and shapes, which shall be disclosed to the advertiser or its agency prior to publication. Multiple ads may not be aggregated to meet minimums or fill standard units. Placement is at the sole discretion of the Forward.

Columns	Width	Min. depth [†]
1	1.78”	4”
2	3.72”	2”
3	5.67”	4¾”
4	7.61”	6”
5	9.55”	6”
6	11.50”	6¾”

[†]Minimum depths do not apply to standard units shown on this rate card.

Order Submission & Cancellation ▪ An insertion order must be prepared by the advertiser or its agency for each advertisement, and should include name and billing address of the advertiser (and agency, if applicable), requested issue date(s) of insertion, * size and price of advertisement, a headline or title to clearly identify advertisement, any special requests or instructions, and a contact name and telephone number. Reservations, insertion orders and cancellations will not be deemed accepted until received in writing or equivalent electronic format and acknowledged by the Forward’s advertising department. Deadline for newspaper reservations and for copy to be set by the Forward is 3:30 p.m. Eastern time on the Friday before each issue is printed and distributed, which is 14 days before the date printed on the newspaper.*

Agency Commissions ▪ The Forward offers industry standard commissions only to recognized advertising agencies which submit completed materials in acceptable electronic format and which accept billing on behalf of their clients. Certain rates and special programs may be quoted on a “net” or non-commissionable basis.

Materials Submission ▪ Electronic submission of materials is recommended, and is required for all color advertisements, in the following file formats:

- ✓ PDF files with all fonts and images embedded.
- ✓ InDesign CS5 or earlier, with all associated fonts and image files.
- ✓ Adobe Illustrator CS5 or earlier, with all associated fonts, or type converted to outlines, and any linked image files.
- ✓ Photoshop CS5 or earlier.
- ✓ Generic image formats (i.e., JPEG, TIFF, EPS).

Image files should be 300 DPI for color, 300 DPI for grayscale halftones and 1,200 DPI for bitmap line art. Avoid grayscale or color raster formats (JPEG, TIFF, PSD, etc.) with small type, which may not reproduce clearly. Convert all spot colors to process colors. The Forward reserves the right to adjust or change borders, type and settings for readability.

Send ad files by e-mail to ads@forward.com, with the title or headline of the advertisement (consistent with the insertion order) in the subject line and contact information – name(s) and phone number(s) to call in case of difficulty receiving or opening files – in the body. Fax a printed reference copy of each execution to: +1(212) 689-4255, ATTN: Advertising Production.

If your file is too large to send via email, contact production@forward.com for FTP server information, or use a third-party file transfer service, such as yousendit.com. Alternatively, send files on CD-R disk, with a printed copy of each execution and production contact information, to: Forward, ATTN: Advertising Production, 125 Maiden Lane, 8th fl., New York, NY 10038-5015.

Deadline for materials is noon Eastern time on the Tuesday before each issue is printed and distributed, which is 10 days before the date printed on the newspaper.* Drawings, art and articles for reproduction are accepted at advertiser’s risk and should contain identifying information and instructions to facilitate return, if requested by advertiser.

*** Important Note about Publication Dates** ▪ Please note the date printed on each newspaper represents, in the manner of magazines, the last date of retail sale for that issue, approximately a week after it is printed and distributed.

Copyright ▪ The advertiser and advertising agency, if any, jointly grant to the Forward the non-exclusive worldwide perpetual right and license to publish the advertisement in the Forward, including in print and in any other formats or media now known or later devised, whether or not such advertisement may be individually accessed, perceived or retrieved from such formats or media. In addition, the advertiser and advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the Forward. The advertiser and agency acknowledge the Forward owns the copyright in and to the selection, coordination and arrangement of the content of the newspaper, including any advertisements it publishes, and are obligated to cooperate and/or participate in any enforcement by the Forward of its copyrights to the extent the Forward deems necessary. The Forward shall carry appropriate copyright notice in its name.

Indemnification ▪ The advertiser and advertising agency, if any, warrant that any advertisement placed with the Forward is accurate and legal, and agree, jointly and severally, to indemnify and hold the Forward harmless from all costs, expenses (including reasonable attorneys’ fees), liabilities and damages arising in any way from copying, printing or publication of any advertisement placed by the advertiser or advertising agency.

Limitation of Liability ▪ The Forward will not be bound by any special clauses relating to legal liability, circulation guarantees or any other condition in contracts or insertion orders that conflict with its policies including, without limitation, these terms and conditions, unless a responsible officer of the Forward has specifically agreed in writing. The Forward accepts no liability for its failure, for any cause, to insert an advertisement or for reductions in distribution caused by acts of God, strikes, labor disputes, suspension of publication, failure of transportation or any other cause beyond its control. The Forward’s liability for any error in an advertisement caused by it is limited to the amount actually paid for the first insertion of the advertisement.

Claims for Errors ▪ Claims for errors made or caused by the Forward must be made in writing within 30 days from the date of invoice. The Forward in its sole discretion will make the final determination on the amount, if any, of a credit allowance, but in no event will such allowance exceed the amount actually paid for the first insertion of the advertisement.