



ADVERTISE with the JCC OF METRO DETROIT

6600 W. Maple Rd. | West Bloomfield, MI 48322 | 248.661.1000 | jccdet.org

Our members are located throughout Metro Detroit with many of them living in the following zip codes: 48322, 48323, 48331, 48334 and 48324.

More than 50% have been JCC members for six or more years; 65% participate in other community groups and/or organizations.

OUR AGE DEMOGRAPHICS ARE AS FOLLOWS:

28% under 18	21% ages 51-66
14% ages 18-34	14% ages 67-79
16% ages 35-50	7% ages 80+

BUILDING TRAFFIC

Average estimated daily traffic: 2,000+ people

WEBSITE TRAFFIC

Average monthly visits: 25,000+

Average monthly users: 23,000+

PRINT

PROGRAM GUIDE

Quarterly, B&W, Winter (Dec/Jan/Feb); Spring (Mar/Apr/May); Summer (Jun/Jul/Aug); Fall (Sept/Oct/Nov)

Full Page	\$600	6" wide x 10.5" tall .pdf of your ad
Half page	\$350	5.25" wide x 4.75" tall .pdf of your ad
Third page	\$250	5.25" wide x 3" tall .pdf of your ad
Quarter Page	\$200	2.5" wide x 4.75" tall .pdf of your ad

Artwork Due Dates: October 15 (Winter); January 15 (Spring)
April 15 (Summer); July 15 (Fall)

GYM BANNERS

Banner	\$1,000 - 1 year	6' wide x 4' tall
	\$1,800 - 2 years	

Print Advertising Descriptions

Program Guide

The JCC Program Guide is printed four times per year and mailed to more than 4,000 households. Overruns are printed and distributed throughout The J. Digital version is available on website.

Gym banners

Display your business banner in The J's gym for one or two years. Daily gym activities include youth basketball leagues, pickup basketball, volleyball games, pickleball, camp and early childhood activities, after school programs, special events and more.

DIGITAL

E-BLAST

Monthly (approximately 14,000 subscribers)

Logo/Graphic Placement	\$100 monthly	500 px. x 250 px.
	\$1,000 yearly	.jpg of your logo or other graphic

WEBSITE BANNER

Daily

Web Banner	\$300 three months	200 px. x 100 px.
	\$550 six months	.jpg of your logo
	\$1,000 yearly	or other graphic

Digital Advertising Descriptions

E-Blast

Reach approximately 14,000 inboxes when you advertise in the JCC's monthly newsletter ("The JCC Insider"). Your ad will link to the URL of your choice.

Website Banner

Advertise prominently throughout the website, jccdet.org. Your ad will link to the URL of your choice.

Artwork Submission

Send high-res file(s) to advertising@jccdet.org

Customized opportunities are also available.

FOR MORE INFORMATION PLEASE CALL 248.432.5459 OR EMAIL ADVERTISING@JCCDET.ORG