

For agencies Orthodox Jewish community media, bought the way you buy

YOUR ORTHODOX JEWISH MEDIA DESK.

AdWorks plugs into your plan as the specialist partner for Orthodox Jewish community media: we source, plan and place across our media partners, adapt creative to community standards, and report into your stack. Your client stays yours.

AGENCY PARTNER SHEET
2026

**YOUR CLIENT.
YOUR SPECS.
YOUR REPORTING.**

WHAT WE DO FOR YOU

01

Planning and buying

We source avails, build the community plan to your brief and buy across our media partners. Every outlet named on the IO.

03

Cultural guidance

Tone, imagery, timing and what to avoid, so the message lands with respect. Bring us in before the brief is final.

05

Click reporting

Supported digital placements carry a short link tagged with your UTM parameters and naming conventions. Placement-specific measurement and proof are agreed in the insertion order.

07

One IO, one invoice

One insertion order and one net-30 invoice, however many outlets the plan uses.

02

Creative adaptation

Your client's existing creative adapted to community standards: imagery, copy, formats. Changes come back for your approval.

04

Compliance and approvals

We work through each outlet's rules and sign-offs and route every adapted piece to you for client approval.

06

Proof of posting

A timestamped screenshot of each placement, with the publisher's stated audience, for your client report. Stated audience is the publisher's figure, not measured reach.

08

Content creation

New pieces made to your brand guidelines, from a WhatsApp status to a sponsored article.

THE AUDIENCE IN BRIEF

3.3

children on average for Orthodox Jewish adults; other American Jews: 1.4.¹

1 IN 6

American Jewish adults under 30 identify as Orthodox, vs 3 in 100 of those 65 and older.¹

\$136K to \$188K

median household income reported by Haredi and Modern Orthodox respondents.²

1 IN 5

Jewish households in the New York area identify as Orthodox.³

Many homes have no TV and many phones are filtered, so national plans mostly miss them. WhatsApp, email lists and community news sites are where they read.⁴

HOW WE WORK WITH AGENCIES

INSIDE YOUR PLAN.

Your client, your brand, your reporting

We work through you. Your client relationship stays yours, and we are white-label friendly: our name stays off client-facing materials if you prefer.

Your specs and your stack

Send ad specs, tracking tags, click trackers, naming conventions and your report template. We build them in wherever each format allows.

Fast turnaround on avails and quotes

Flight dates, regions, budget and goals in; avails, a plan and a quote back fast, ready for your deck.

Holiday calendar planning

The Jewish calendar sets the rhythm of spending, and nothing posts on the Sabbath or holidays.⁵

Hanukkah Dec 4, 2026 · **Passover** Apr 21, 2027

Summer Jun to Aug 2027 · **Rosh Hashanah** Oct 1, 2027

Sukkot Oct 15, 2027 (each begins the evening before)

CHANNELS WE PLAN AND BUY

WHERE ADS RUN.

WhatsApp groups

Posts in community news and deals groups. Lists of 2,000 to 95,000 subscribers each.⁴

WhatsApp status

Image or video on popular community status channels, live for 24 hours.

Community email

Dedicated sends to established lists of 4,000 to 50,000+ subscribers each.⁴

News sites

Sponsored and pinned articles on widely read Orthodox news sites, plus weekly display banners.

Instagram, livestream, podcast, print

Community accounts, livestream and podcast sponsorships, magazines and local papers.

List sizes are publisher-reported and overlap, so they are not added together as unique reach.

PROGRAMS AND PRICING

FOUR PROGRAMS.

PROGRAM 01

Pilot

About 4 weeks. Credited toward a Holiday Flight booked within 90 days.

FIXED PRICE

\$10,000

PROGRAM 02

Holiday Flight

One season, 6 to 8 weeks, every channel.

STARTING AT

\$20,000

PROGRAM 03

Quarterly Program

13 weeks always-on, one holiday push.

STARTING AT

\$45,000

PROGRAM 04

Annual Partnership

All four major seasons, dedicated planning.

STARTING AT

\$150,000

Creative adaptation and content creation can be added to any program. Individual placements on request. **Ask about agency terms.**

Prices as of October 2026; quoted on your insertion order.

¹ Pew Research Center, "Jewish Americans in 2020," May 2021. ² Nishma Research, "The Finances of Orthodox Jewish Life," Dec 2021; opt-in survey of 2,306 Orthodox respondents. ³ UJA-Federation of New York, "Jewish Community Study of New York: 2023." ⁴ Our media partners' published listings, read October 2026, as reported by each publisher; phone filtering and WhatsApp use per news reports, October 2021. ⁵ Hebeal Jewish calendar, holiday dates 2026 and 2027.

LET'S PLAN A BUY

REQUEST AVAILS.

ONE PLAN.
ONE INSERTION ORDER.
ONE INVOICE, NET-30.

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Subject line: Agency inquiry: your agency
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