



Dear Friend,

Preparations are under way for **sixth printing of the Jewish Art Calendar** in Western Queens. The Chabad of Long Island City/ Astoria will once again be producing this attractive multi-color publication and mailing it to **over 5,000 Jewish homes in Western Queens** and surrounding areas free of charge.

The calendar will include detailed information about upcoming holidays, educational messages, Shabbat and Holiday candle lighting times, traditional Jewish recipes, and popular thematic artwork. The practical design also provides ample room for the recording of personal information and appointments. The calendar will also include many of the much-anticipated events and programs of Chabad LIC/ Astoria.

The calendar will also feature opportunities for your family's special occasions, i.e. Bar/Bat Mitzvah, Yahrzeits, birthdays and anniversaries, to be printed in the calendar.

We believe this is also an extraordinary **sponsorship** opportunity to market your business or services to the Jewish community. Unlike newspaper ads that are seen once and discarded, this business promotion will benefit you continuously, as it is displayed in homes and offices throughout the community the whole year round, thus ensuring optimum visibility for your products or services, and maximum return for your dollar.

Your participation helps us with this worthy endeavor, as well as with our other efforts on behalf of Jewish continuity. Please take a moment to fill out the form and return it to us. Your early response will be greatly appreciated.

Warm regards,

Zev Wineberg
Rabbi Zev Wineberg
Director

Aleksey D Muchnik
Aleksey D Muchnik
Tel: 917-575-3007
Email: calendar@Jewishlic.com



Dear Rabbi Wineberg:

Business Ads # 1,2,3,4,

Please find my order for ad # (See page 3 for ad sizes)

Please run my ad the months of: (Indicate by circling the month)

Sep Oct Nov Dec 2012 Jan Feb Mar Apr May Jun Jul Aug Sep Total months running ad.....

Price per ad- (See page 3 for prices)..... \$

Total cost of ads..... \$

I have enclosed artwork for the ad

I will email the artwork to: calendar@Jewishlic.com JPEG - PDF and TIFF files accepted.

Reminders for Birthdays, Anniversaries and Yahrzeits \$36 per listing, or \$18/per if more than

one

FREE IF YOU PLACING AN AD

See page 4 for sample of Reminders Ad

Birthday Date: _____
Name/Text _____

Yahrzeit Date: _____
Name/Text _____

Anniversary Date: _____
Name/Text _____

Total cost of Birthday, Anniversary, Yahrzeit Reminders.....\$

I have enclosed the text for the Birthday, Anniversary, Yahrzeit Reminders

I will email the text to: calendar@Jewishlic.com

Please find my check made payable to Chabad of Long Island City for the total amount.....\$

I would like the Rabbi to personally pick up my check.

Business/Name: _____

Address: _____ Suite / Apt. _____

City: _____ State: _____ Zip: _____

Telephone: _____ Date: _____

All ads must be received no later than Wednesday July 18th

Use space below for text for Ad text. Please use separate sheet of paper for more space



PRICE AND SIZE CHART FOR ADVERTISEMENTS

See next page for sample calendar page and for exact location of ad on calendar page

Ad #1 – 10.875” / 2”
1 month \$515
2-3 months \$475 each month
4 - 6 months \$450 each month
6 -13 months \$425 each month

Ad#2
This ad is 5.4” / 2”

Prices for ad #2
1 month \$375
2-3 months \$350 each month
4 - 6 months \$325 each month
7 -13 months \$300 each month

Ad#3
Business card size
This ad is 3.875” / 2”

Prices for ad #3
1 month \$350
2-3 months \$315 each month
4 - 6 months \$290 each month
7 -13 months \$265 each month

Ad#4
This ad is
1.5” / 1.375”
(This “box ad” is recommended
for multiple advertisements or
greetings/dedications)

Prices for ad #4
1 month \$150
2-3 months \$125 each month
4 - 6 months \$100 each month
7 -13 months \$75 each month



Sample pages of the Jewish Art Calendar 8.25" / 10.875" Calendar is in full color

← 10.875" →

February 2007 Shevat-Adar 5767 שבט-אדר תשס"ז

Shevat 15
New Year for trees, when trees begin to bud in Israel. It is customary to eat many fruits, especially those for which the land of Israel is praised in Scriptures.

Shevat 22
Yahrzeit of Rebbetzin Chaya Muska Schneerson, wife of the Lubavitcher Rebbe, Rabbi Menachem Schneerson.

Kosher Food
Food for the Soul
Just as there are foods that are good for the body and foods that are harmful, so there are foods that nourish the inner person—the soul—and foods that harm it.

The Kosher Laws are Torah's guide to those foods that affect the Jewish soul adversely. Any meat or fowl that is eaten must be slaughtered in a prescribed, humane fashion. Meat and milk must never mix. Scavengers, predatory beasts and fish, shellfish and certain other animals are forbidden. Any processed foods must be produced under strict supervision.

Eating is Sacred
When they talk about spirituality, people think about meditation, prayer and maybe music. Few imagine eating as a spiritual activity. But according to the Torah, everything a person does is another way to infuse the world with spiritual meaning. Especially eating. When a person eats food with the proper mindfulness and uses the energy of that food for good things, the food becomes elevated through his eating.

That's another reason for Kosher guidelines. Kosher foods are those that a Jewish soul is able to elevate. Non-kosher foods are those that will only drag the soul down. When enough people are busy elevating the world rather than being dragged down by it, the world is able to reach its fulfillment, the time described by the prophets as the Era of Moshiach.

It's Never Been Easier To Keep Kosher
Seventy percent of the packaged foods in your cupboard are probably kosher already. Kosher foods are the fastest growing segment of the food industry. Going the full mile can be a smooth, step-by-step process—each step a mitzvah all on its own:

- Don't mix meat and milk.
- Cut out pork, shellfish and non-kosher fish.
- Buy only kosher meat.
- Buy only those processed foods that have kosher certification.
- Make your kitchen kosher.

For more information or for help in keeping kosher, please contact us.

The Holy Shabbat Acrylics by Michael Muchnik

Sample top page

8.25"

AD SPACE

Ad #2 takes up half of box

Ad #1 takes up entire box

Ad#3 goes here and is a 3rd of the box

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
TIMES SHOWN ARE DAYLIGHT SAVING TIME FOR METRO NY-NJ OCTOBER 2003	Ad #4 takes up blank calendar box	Ad #4 takes up blank calendar box	1	2	3	4
5	6	7	8	9	10	11
12	13	Birthdays, Anniversaries, Yahrzeit Reminders goes here or in any calendar box				18
19	20	21	22	23	24	25
26	27	28	29	30	31	Ad #4 takes up blank calendar box

sample bottom page

8.25"

← 10.875" →



CALENDAR FACTS

- *Year round exposure to 5,000 Jewish households and businesses*
- *Promotes your business to thousands in our community*
- *Referred to over and over 365 days a year*
- *Mailed without charge to the entire Jewish community*
- *Important Holiday information*
- *Local candle lighting times*
- *Historical facts and insights*
- *Kosher Recipes*
- *Beautiful Jewish art work each month (full color)*
- *Local Jewish events*
- *Months- Sep 2012- Sep 2013 with an extra 3 month preview*
- *Features: Jewish and secular calendar combined*
- *Helps fund Jewish Community Center- Chabad of Long Island City/Astoria, a nonprofit organization, administrating community aid, enrichment programs, education programs, and a cultural network.*

Chabad of Long Island City
JewishLIC.com
calendar@Jewishlic.com