

# CHABAD LUBAVITCH OF NORTHWEST PHILADELPHIA

7334 Rural Lane • Philadelphia, PA 19119 • (215) 438-5327 • www.chabadnwp.org

## Jewish Art Calendar - 2011/2012

Chabad Lubavitch of Northwest Philadelphia will be producing an attractive multi-color Jewish calendar and distributing it to the Northwest Philadelphia Jewish community 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 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 an extraordinary advertising 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,

YITZCHOK GUREVITZ

Rabbi Yitzchok Gurevitz  
Director

**P.S. New for this year!** Advertising available on center pages, up to 8" x 10". Contact me for more details.

### **Calendar Facts**

- Referred to repeatedly 365 days a year. • Hebrew and secular calendar combined.
- Full color original art each month. • Northwest Philadelphia's only local Jewish calendar.
- Distributed free of charge to 1,000 households & businesses. • 16 Months: September 2011-September 2012 with an extra 3 month preview; through December of 2012

# CHABAD LUBAVITCH OF NORTHWEST PHILADELPHIA

## Jewish Art Calendar 2011-2012 Order Form

### 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: [rabbig@chabadnwp.org](mailto:rabbig@chabadnwp.org). (JPEG, PDF, TIFF and most other formats are accepted.)

### Birthdays, Anniversaries and Yahrzeits — \$18 per listing

See page 4 for a sample of Reminders Ad

Birthdate: _____ Name/Text _____ _____	Yahrzeit date: _____ Name/Text _____ _____	Anniversary date: _____ Name/Text _____ _____
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Total cost of Birthday, Anniversary, Yahrzeit Reminders.....\$ \_\_\_\_\_

- I have enclosed the text for the Birthday, Anniversary, Yahrzeit Reminders  
 I will email the text to: [rabbig@chabadnwp.org](mailto:rabbig@chabadnwp.org).

Please find my check made payable to Chabad of Northwest Philadelphia for the total amount of.....\$ \_\_\_\_\_

You can also pay by credit card by calling us at 215-438-5328.

Business/Name: \_\_\_\_\_  
Address: \_\_\_\_\_ Suite / Apt. \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Date: \_\_\_\_\_

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

## PRICE AND SIZE CHART FOR ADVERTISEMENTS

See page 4 for sample calendar page and for exact location of ad on calendar page

### **Ad #1 – 10.875” / 2”**

#### **Full Banner**

(not actual size)

1 month \$250

2 or more months: \$225 per month

### **Ad #2 — Half Banner**

**5.4” x 2”**

(actual size)

#### **Prices for ad #2**

1 month \$150

2 or more months: \$125 each month

### **Ad#3**

**Business card size**

**This ad is 3.625” / 2”**

(actual size)

#### **Prices for ad #3**

1 month \$90

2-3 months: \$85 each month

4 or more months: \$75 each month

### **Ad#4**

This ad is  
1.5” / 1.375”

(actual size)

#### **Prices for ad #4**

(This “box ad” is recommended for multiple  
advertisements or greetings/dedications)

2 months: \$80

3 or more months: \$35 each month

Birthday, Anniversary, Yahrtzeit ..... \$18 per listing

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

← 10.875" →

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



The Holy Shabbat Acrylics by Michael Muchnik

**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.

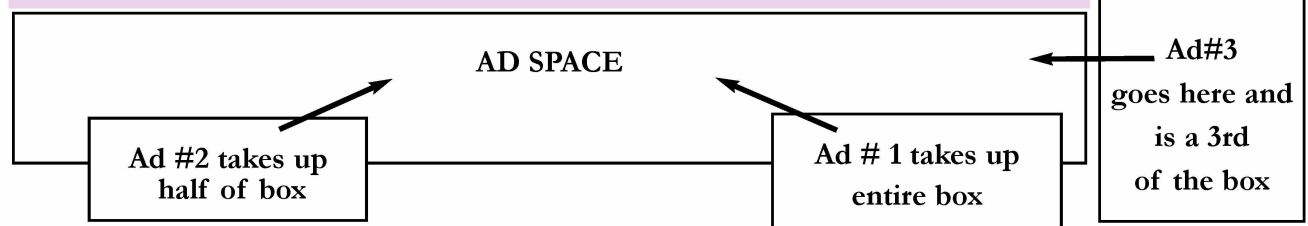
That's another reason for Kosher guidelines. Kosher foods are those that a Jewish soul is able to elevate. Non-kosher foods are those that will only drag the soul down. When enough people are busy elevating the world rather than being dragged down by it, the world is able to reach its fulfillment, the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

Sample top page



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p style="font-size: x-small;">TIMES SHOWN ARE DAYLIGHT SAVING TIME FOR METRO NY-NJ</p> <p><b>OCTOBER 2003</b></p>	<p>Ad #4 takes up blank calendar box</p> <p style="font-size: x-small;">AFTER CANDLE LIGHTING</p>	<p>Ad #4 takes up blank calendar box</p>	1 ה תשרי Tishrei 5	2 ו תשרי Tishrei 6	3 ז תשרי Tishrei 7  <small>Light candles at 6:17 p.m.</small>	4 ח תשרי Tishrei 8  <small>אזינו HAAZIN Shabbat Shuv Shabbat ends at 7:19 p.m.</small>
5 ט תשרי Tishrei 9  <small>ערב יום כיפור Eve of Yom Kippur Light candles at 6:14 p.m. Fast begins at 6:28 p.m.</small>	6 י תשרי Tishrei 10  <small>יום כיפור YOM KIPPUR Yizkor Yom Kippur ends at 7:13 p.m.</small>	7 יא תשרי Tishrei 11	8 יב תשרי Tishrei 12	9 יג תשרי Tishrei 13	10 יד תשרי Tishrei 14  <small>ערב חג הסוכות Eve of Sukkot Light candles at 6:06 p.m.</small>	11 טו תשרי Tishrei 15  <small>יום א דת הסוכות First Day of SUKKOT Light candles after 7:05 p.m.</small>
12 טז תשרי Tishrei 16  <small>יום ב דת הסוכות Second Day of SUKKOT Yom Tov ends at 7:03 p.m.</small>	13 יז תשרי Tishrei 17  <small>יום ג דת הסוכות 3rd Intermediate Day of Sukkot</small>	14 יח תשרי Tishrei 18  <small>יום ד דת הסוכות 4th Intermediate Day of Sukkot</small>	15 יט תשרי Tishrei 19	16 כ תשרי Tishrei 20  <small>הושענא רבה Hoshana Rabba Light candles at 5:35 p.m.</small>	17 כא תשרי Tishrei 21  <small>שמיני אצרת SHEMINI ATZERE Light candles after 6:59 p.m.</small>	18 כב תשרי Tishrei 22
19 כג תשרי Tishrei 23  <small>שמחת תורה SIMCHAT TORAH Yom Tov ends at 6:53 p.m.</small>	20 כד תשרי Tishrei 24  <small>אסרו חג Isru Chag</small>	21 כה תשרי Tishrei 25  <small>Sample Mazel Tov Jerry!</small>	22 כו תשרי Tishrei 26	23 כז תשרי Tishrei 27  <small>Sample Max's Birthday</small>	24 כח תשרי Tishrei 28  <small>Light candles at 5:45 p.m.</small>	25 כט תשרי Tishrei 29  <small>אשתו BEREISHI Blessing of New Moon Shabbat ends at 6:43 p.m. New Moon: 5:11-6:13 p.m.</small>
26 ל תשרי Tishrei 30  <small>STANDARD TIME</small>	27 א חשוון Cheshvan 1  <small>ראש חודש חשוון Rosh Chodesh Cheshvan</small>	28 ב חשוון Cheshvan 2	29 ג חשוון Cheshvan 3  <small>Sample Steve &amp; Diane's Anniversary</small>	30 ד חשוון Cheshvan 4	31 ה חשוון Cheshvan 5  <small>Light candles at 4:36 p.m.</small>	Ad #4 takes up blank calendar box

sample bottom page

8.25"

8.25"

← 10.875" →