

CHABAD LUBAVITCH OF NORTHWEST PHILADELPHIA

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

Jewish Art Calendar - 2016/2017

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,

יִצְחָק גֻרְעֵוִיץ
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 2016-September 2017 with an extra 3 month preview; through December of 2017

CHABAD LUBAVITCH OF NORTHWEST PHILADELPHIA

Jewish Art Calendar 2016-2017 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 (2016) 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. (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.

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 Shevat-Adar 5767 שבט-אדר תשס"ז



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
Yahrtzeit 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

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
<p>TIMES SHOWN ARE DAYLIGHT SAVING TIME FOR METRO NY-NJ</p> <p>OCTOBER 2003</p>	<p>Ad #4 takes up blank calendar box</p> <p><small>AFTER CANDLES LIGHTING</small></p>	<p>Ad #4 takes up blank calendar box</p>	<p>1 תשרי 5 Tishrei 5</p>	<p>2 תשרי 6 Tishrei 6</p>	<p>3 תשרי 7 Tishrei 7</p> <p><small>Light candles at 6:17 p.m.</small></p>	<p>4 תשרי Tishrei 8</p> <p><small>האיזון HAAZIN Shabbat Shiva Shabbat ends at 7:16 p.m.</small></p>
<p>5 תשרי 9 Tishrei 9</p> <p><small>ערב יום כיפור Eve of Yom Kippur Light candles at 6:14 p.m. Fast begins at 6:28 p.m.</small></p>	<p>6 יום כיפור YOM KIPPUR תשרי 10 Tishrei 10</p> <p><small>Yom Kippur ends at 7:13 p.m.</small></p>	<p>7 יום כיפור Tishrei 11</p>	<p>8 יום כיפור Tishrei 12</p>	<p>9 יום כיפור Tishrei 13</p>	<p>10 יום כיפור Tishrei 14</p> <p><small>ערב יום כיפור Eve of Sukkot Light candles at 6:06 p.m.</small></p>	<p>11 יום כיפור Tishrei 15</p> <p><small>יום זה הוא היום הראשון של יום כיפור Light candles after 7:05 p.m.</small></p>
<p>12 יום כיפור Tishrei 16</p> <p><small>יום ב' דחג סוכות Second Day of SUKKOT Yom Tov ends at 7:03 p.m.</small></p>	<p>13 יום כיפור Tishrei 17</p> <p><small>יום ג' דחג סוכות 1st Intermediate Day of Sukkot</small></p>	<p>14 יום כיפור Tishrei 18</p> <p><small>יום ד' דחג סוכות 2nd Intermediate Day of Sukkot</small></p>	<p>15 יום כיפור Tishrei 19</p> <p><small>יום ה' דחג סוכות 3rd Intermediate Day of Sukkot</small></p>	<p>16 יום כיפור Tishrei 20</p> <p><small>יום ו' דחג סוכות 4th Intermediate Day of Sukkot</small></p>	<p>17 יום כיפור Tishrei 21</p> <p><small>יום ז' דחג סוכות Light candles at 5:53 p.m.</small></p>	<p>18 יום כיפור Tishrei 22</p> <p><small>יום ח' דחג סוכות SHEMINI ATZERET יום כיפור Light candles after 6:54 p.m.</small></p>
<p>19 יום כיפור Tishrei 23</p> <p><small>שבת תורה SIMCHAT TORAH Yom Tov ends at 6:53 p.m.</small></p>	<p>20 יום כיפור Tishrei 24</p> <p><small>אדר חג Adar Chag</small></p>	<p>21 יום כיפור Tishrei 25</p> <p>Sample Mazel Tov Jerry!</p>	<p>22 יום כיפור Tishrei 26</p>	<p>23 יום כיפור Tishrei 27</p> <p>Sample Max's Birthday</p>	<p>24 יום כיפור Tishrei 28</p> <p><small>ערב יום כיפור Eve of Sukkot Light candles at 5:45 p.m.</small></p>	<p>25 יום כיפור Tishrei 29</p> <p><small>ברכה על יום הולדת של משה בן מרים Blessing of New Men Shabbat ends at 6:45 p.m. New Moon 9:11 P.M. P.</small></p>
<p>26 יום כיפור Tishrei 30</p> <p><small>ראש חודש חשוון Rosh Chodesh Cheshvan</small></p>	<p>27 יום כיפור Cheshvan 1</p> <p><small>ראש חודש חשוון Rosh Chodesh Cheshvan</small></p>	<p>28 יום כיפור Cheshvan 2</p>	<p>29 יום כיפור Cheshvan 3</p> <p>Sample Steve & Diane's Anniversary</p>	<p>30 יום כיפור Cheshvan 4</p>	<p>31 יום כיפור Cheshvan 5</p> <p><small>ערב יום כיפור Eve of Sukkot Light candles at 4:36 p.m.</small></p>	<p>Ad #4 takes up blank calendar box</p>

sample bottom page

← 10.875" →

8.25"

8.25"