

## Chai Lights Insertion Order

Date \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City, State Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Representative \_\_\_\_\_

Signature \_\_\_\_\_

### Size

Full                      Half                      Quarter                      Business Card

### Frequency

1 X

5 X

Rate \_\_\_\_\_ Total Order \_\_\_\_\_

Start \_\_\_\_\_ Finish \_\_\_\_\_

Deposit \_\_\_\_\_ Balance \_\_\_\_\_

Thank you for supporting Congregation B'nai Sholom Beth David

# Advertising in Chai Lights

The print newsletter of Congregation B'nai Sholom – Beth David, Rockville Centre, NY



## Chai Lights

Published by Congregation B'nai Sholom-Beth David, founded 1907  
Affiliated with the United Synagogue of Conservative Judaism

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**Rabbi's Message**  
**Building the Next Generation of Jews**  
*By Rabbi Howard Diamond*

There are lots of things that people require from their Shul. We need a place to daven; we need a place to socialize, we need a cantor. We need a leader; we need Jews to make minyanim for Shiva. We need a place and people to celebrate Simchas, and we need a place to mourn.

At the foundation of all these functions of a Shul, most importantly we need to educate and Jewishly invigorate, and set a place and time each week to help build the next generation of Jews – community and camaraderie.

The only place that we do this in our community is at Hebrew High School. Our group of over 25

young people, men and women, is a strong place for our teens along with teens from other communities. They socialize with a group of Jewish teens from other synagogues to learn and grow, especially before we send them off to college. They need a strong foundation to resist all of the secular influences of a college environment.

Every Monday night from 6 to 8:30 PM, Hebrew High School provides food for their bellies, food for their minds and food for their soul.

It's a great program and a great experience! Cost is negligible. For more information please contact me, the Rabbi, before it's too late.

**#BESTHANUKKAHEVER**  
*By Nancy Hochhauer*

Saturday night, December 14, over 150 congregants, family and friends, celebrated Hanukkah early. In addition to latkes, jelly donuts and the candy bar, which were all big hits, there were raffle prizes donated by area merchants, a 50/50 and guess the gelt prize. DJ Joey G (member Joel Greenlinger), back by popular demand, kept the kids entertained with musical games on the dance floor.

The Fundraising committee (Samantha Berman-Melendez, CeCe Friedman, Nancy Hochhauer, Fortune Kaurfman, Elissa Matas-Skolnick,



*(continued on page 12)*

Rate Card 1 (2020)

## Congregation B'nai Sholom – Beth David

We are an inclusive, egalitarian, multigenerational congregation serving Rockville Centre, Oceanside, Lynbrook, and surrounding South Shore communities, and we are affiliated with United Synagogue of Conservative Judaism. Our membership has more than 500 individuals of all ages, who take pride in their Jewish heritage and want to be connected to Jewish life.

Advertising in Chai Lights will help you build brand awareness with an educated and affluent audience that has strong Jewish identity, supports Jewish causes, patronizes Jewish establishments, and has life cycle needs that require understanding of Judaism and Jewish practices.

### Chai Lights

A print newsletter published on glossy coated stock for a professional-quality presentation, Chai Lights is published five times a year. Issues are timed to coincide with the High Holidays, Hanukkah, Purim, Pesach, and Shavuot, so advertisers receive exposure at times with peak interest in Jewish life and synagogue activities. Content that includes temple news, events, Rabbi's column, President's column, good and welfare, Sisterhood news, religious school page, donations, and a calendar makes Chai Lights highly valued by our membership.

Our pages are standard letter size (8 1/2" x 11"), and we offer full-page, half-page, quarter-page and business card insertions. See our rate table for details.

## Rates

Size	1x rate	5x rate	Savings
Full page	\$150	\$100 (\$500)	\$250
Half page	\$100	\$70 (\$350)	\$150
Quarter page	\$60	\$40 (\$200)	\$100
Business Card	\$30	\$20 (\$100)	\$50

## Dimensions

Full Page		10" x 7 1/2"
Half Page	(Horizontal)	4 3/4" x 7 1/2"
	(Vertical)	10" x 3 1/2"
Quarter Page	(Horizontal)	2 1/4" x 7 1/2"
	(Vertical)	4 7/8" x 3 1/2"
Business Card		2 1/4" x 3 1/2"

## Production Information

Advertising runs in black and white only. Bleeds are not permitted. Insertions may be submitted in print or digital format (PDF). Text can be sent for layout by staff (pubset). Allow one additional week.

Send print materials to Chai Lights Advertising, Congregation B'nai Sholom – Beth David, 100 Hempstead Ave., Rockville Centre, NY 11570. Send digital materials to [chailightsads@gmail.com](mailto:chailightsads@gmail.com). A 50 percent deposit is required with all orders. Payment in full upon publication with receipt of tear sheet.