The Shofar is Temple Beth El's monthly publication for announcing its religious, educational, cultural, social justice and social activities to its members and the Santa Cruz County Jewish community. Monthly issues are mailed ten times a year, September through June, to temple members' homes. It is also available online on the TBE website (www.tbeaptos.org), as well as to visitors in the temple lobby and by subscription.

Advertising in The Shofar Makes Good Sense
Members keep the newsletter nearby all month as a handy reference and appreciate your support of this vital link. It is an effective way for our rabbis and temple board president to stay in touch with the congregation and community, and for members to keep up with the life cycle events of fellow congregants.

### DISPLAY RATES/MULTIPLE ADS DISCOUNTS

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<thead>
<tr>
<th>Display Ad Sizes and Rates</th>
<th>10 ISSUES</th>
<th>1 ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small (2.5&quot; w x 1.5&quot; h)</td>
<td>$330</td>
<td>$50</td>
</tr>
<tr>
<td>1/8 page (3.75&quot; w x 2.5&quot; h)</td>
<td>$545</td>
<td>$80</td>
</tr>
<tr>
<td>1/4 page (3.75&quot; w x 5&quot; h)</td>
<td>$1000</td>
<td>$200</td>
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<tr>
<td>1/2 page (7.5&quot; w x 5&quot; h)</td>
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**Deadline to Reserve Space** is the third day of the month prior to the month of publication.

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### For questions and/or more information
contact Editor/Publisher Marcia Stein at (831) 460-1389 or mstein@tbeaptos.org.


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