

For Calendar Communications/questions: cassia@bestweb.net 845.452.8317

March 01, 2018

Dear Friend:

The Sisterhood of Schomre Israel is preparing its next Full color **Hebrew Calendar (2018-2019)** effective **September 2018**.

We have been producing this calendar for almost two decades, and last year we took a giant step in going full color. We hope you will participate in this venture and look forward to seeing your color ads.

This calendar provides our Jewish community with information regarding Jewish holidays, Torah readings, candle lighting times, and religious and social events that are presented by Congregation Schomre Israel. Our calendar raises needed funds to help support special Schomre functions and many community projects which are sponsored by the Sisterhood. The Sisterhood and Congregation Schomre Israel serve the Jewish Community, patients in local health institutions, in local hospitals, and the many nursing homes in the area.

Our Congregation was organized in the City of Poughkeepsie in **1888**. We are **130 years old**. We are the **only established Modern Orthodox Synagogue in Dutchess County**.

We are asking for your support by taking out an ad in our calendar.

Ads can be placed in the following format - Advertisers will receive a copy of the 2018/2019 Calendar:

Select	Description	Cost*	Size	Notes:
	Full Page - With a Specific Month Placement	\$225	7" x 8"	
	Full Page	\$200	7" x 8"	
	Half Page - Horizontal	\$110	7" x 4"	
	Half Page - Vertical	\$120	3.5" x 8"	
	Quarter Page - Horizontal	\$50	3.5" x 4"	
	Quarter Page - Vertical	\$65	4" x 3.5"	
	Business Card Size - Horizontal	\$40	3.5" x 2"	
	Business Card Size - Vertical	\$45	2" x 3.5"	
	Professional Page - Listing	\$25	Line entry	

BUSINESS NAME / ADVERTISER NAME

CONTACT NAME

DAY PHONE

NIGHT PHONE

ADDRESS

CITY, STATE, ZIP

E-MAIL ADDRESS

*** ALL ADS include a listing on the Professional & Advertisers page**

All submissions are requested by June 1, 2018.

The following page has tips for submitting your ad.

If you are not sending your Copy by email,
please return this letter with your
Disk or Hard Copy File.

Sincerely,

Cassia Brown, Chairperson

SCHOMRE ISRAEL SISTERHOOD
 18 PARK AVENUE POUGHKEEPSIE, NEW YORK 12603
 845.454.2890

SUBMITTING YOUR ADS FOR THE 2018 - 2019 SCHOMRE CALENDAR:

Submitting ads by e-mail:

Send your **e-mail ad** to cassia@bestweb.net E-mail file sizes can be up to 24 megabytes.

The Calendar is printed at high digital resolution. This process produces sharp pictures, clear text, and excellent reproduction of your submitted material.

For those who submit material on disk, or thumb drive:

1.- We can accept ads in any **PC format**, however we **cannot accept** ads in **"PRINT SHOP format."**

Digital Photos submitted should be a **minimum resolution 300 dpi.**

Graphic Images must be a **minimum resolution 600 dpi.**

You may have to include font file(s), if you use special or exotic fonts. *(We will contact you if this condition arises.)*

2.- We can accept ads in **MAC format** - please submit them in either PDF or EPS format only.

3.- **Any PDFs** submitted must have **fonts embedded, photos** at a minimum **300 dpi resolution** and graphic images at a minimum **600 dpi resolution.**

4.- Digital files and digital file questions should be e-mailed to cassia@bestweb.net.

Please make the first word **"CALENDAR"** in the subject line.

5.- When submitting an ad by e-mail please add your **contact information, day/night time phone number** and where to send the proof, the invoice for the ad, and where to ship the calendar.

For those who submit copy for scanning [pictures, graphics, and text.]:

A.- Please provide clean copy of your ad. **Do not submit any screened copy.**

B.- Submitting business cards -

**PLEASE DO NOT STAPLE , DO NOT USE paperclips to attach your business card(s),
 AND Please enclose two business cards!**

C.- Embossed or raised lettering on stationary or business cards that will be **used for Ads** can create a **lower quality image (reproduction) for your ad.**

D.- We'll make every effort to **"clean up"** your COPY.

E.- You can sketch a layout of your ad, provide us with the copy, photo and graphics and we will create the ad for you. We can scan pictures and graphics, you will get a proof before printing.

**Got an idea for an ad? Talk to us ... We can create it for you.
 Business and Personal Ads graciously accepted.**