



Where Contemporary Jews Embrace Traditional Judaism

Dear Owner/Office Manager:

Before you throw me out – hear me out. We know that advertising is not cheap and people want to get the most exposure for their advertising dollar. At Congregation Beth Am, we offer an advertising package that has distinct advantages over other advertising media:

- Regardless of which of our print media you choose, **your ad will also appear for the remainder of 2010 and the full year 2011 on the Supporters Page of our Web site (www.CongBethAm.org) with a link to your web page and your e-mail.**
- We are inexpensive.
- More than 350 households (in the Longwood, Altamonte, Lake Mary, Heathrow, Sanford, Apopka, Maitland, Orlando and other areas) see your print ad and millions can view your ad on our website.
- You can change your ad in our Bulletin and on our website when your message changes.

We have two publications available for advertising:

The Congregation Beth Am 2011 Membership/Provider Directory

This is an annual publication which comes out in December. It is a phone directory of our members and features a separate Provider Directory within.

The Beth Am Bulletin

Our Bulletin is published monthly, with a combined June/July issue. The print version is in black and white and the website version is in color.

As mentioned above, our website includes a Supporters Page which presents, in classified format, all the ads which appear in our Directory and Bulletin.

Please review the ad sizes and rates on the other side of this letter. Then, let us promote your business with an ad package that maximizes your exposure. Just complete and return the order form on the other side.

Thank you.

The Marketing Team

ALL PRINT ADS HAVE A COMPANION BULLETIN-SIZE AD ON OUR WEBSITE

AD SIZES

<u>Size (all sizes are nominal sizes)</u>	<u>Directory</u>	<u>Bulletin</u>
Business card	3-1/2" X 2"	3-5/8" X 2"
Quarter page	N/A	3-3/4" X 5"
Half page	4-1/2" X 3-3/4"	7-1/2" X 5"
Full page	4-1/2" X 7-1/2"	7-1/2" X 10"

AD RATES

	<u>Directory*</u>	<u>Bulletin</u>	<u>Directory and Bulletin</u>
Business card	\$75	\$150	\$200
Quarter page	N/A	\$360	N/A
Half page	\$125	\$650	\$700
Full page	\$225	\$1170	\$1250

* All ads are in color if color ad is submitted.

Cover placement, if available, is subject to a separate rate schedule.

For best quality, please submit your ad in JPEG or PDF format.

E-mail your ad request to us at Directory2011@CongBethAm.org. Payments can be made by:

- cash, check or credit card through the Synagogue office (407.862.3505) or
- credit card through the Payments page on our website (visit www.CongBethAm.org and click on the Payments button).

Name _____

Business Name _____

Address _____

Telephone _____ Cell Phone _____

E-mail _____ Website Address _____

Please remit ad and full payment to:

Congregation Beth Am

Attention: The Marketing Team

P.O. Box 915756

Longwood, Florida 32791-5756