

ADVERTISE IN THE 2010/2011 COMMUNITY CALENDAR



CONNECT WITH CUSTOMERS IN YOUR AREA ALL YEAR LONG

As our local economy bounces back from the recent downturn, the Barnert Temple and Center for Jewish Education and Lifelong Learning is publishing its "2010/2011 Community Calendar" to help promote businesses in the towns where our members live and shop. We invite you to take advantage of the year-round reach and utility of this new publication (release date: September 2010) to promote your business to a local audience of loyal shoppers.

REACH CUSTOMERS AND PROSPECTS IN MORE THAN 20 AREA TOWNS

The 2010/2011 Community Calendar will be distributed to the nearly 500 members of the Barnert Temple and their families. Our membership draws primarily from 20 communities, including **Allendale, Fair Lawn, Franklin Lakes, Glen Rock, Mahwah, Oakland, Paramus, Ramsey, Ridgewood, Suffern, Wayne, Wyckoff** and other towns throughout Bergen and Passaic counties and adjacent New York state. Our congregants are working professionals, families with preschoolers, young children and teens, as well as empty nesters and retirees. Virtually all of us, as well as our friends and neighbors, are customers or prospects for your business.

COMMUNITY CONTENT STRENGTHENS YOUR CONNECTION

The 2010/2011 Community Calendar will be published in a durable and convenient datebook format for easy year-round reference. In addition to handy month-to-month listings of Temple activities and holidays, the Community Calendar will feature:

- Spotlight sections about the towns where our members live and shop. Twelve towns in all will be featured.
- Each town feature section will include information about local shopping – with adjacent ad space for local businesses.
- A Temple Activity Photo Gallery – everybody loves looking at these pictures of their friends and families all year long.
- A Bar/Bat Mitzvah Marketplace advertising section – perfect for party planners and suppliers.
- Three high-profile cover ad positions.

AD SPECS

The finished size of the Community Calendar will be 6 x 9 inches spiral bound. The calendar features a range of ad sizes to fit any budget. Find the ad size (in inches) that's best for you. Review the rates on the reverse side of this sheet, and talk to your Community Calendar representative about targeted placements, frequency discounts and custom programs.

Whatever you want, we'll make it work for you!

EIGHTH PAGE
(2.5 X 1.812)

QUARTER HORIZ.
(5.25 x 1.812)

**QUARTER
VERT.**
(2.5 x 3.875)

HALF PAGE
(5.25 X 3.875)

FULL PAGE
(5.25 x 8)

ABOUT THE BARNERT TEMPLE AND CENTER FOR JEWISH EDUCATION AND LIFELONG LEARNING

Barnert Temple, located in Franklin Lakes, NJ, is a not-for-profit organization (tax exempt #22-1589-196) that serves the spiritual, educational and social needs of nearly 500 member families, plus countless others in our member and affiliated communities. Through our charitable work, we support organizations such as Shelter Our Sisters, Center for Food Action, Hackensack Riverkeepers, Homes for Our Troops, Bergen Volunteer Medical Initiative, Family Reach Foundation and Rebuilding Together. We work to assist victims of genocide in Darfur, to support peace between Israel and its neighbors, and to promote microloans for cottage businesses in developing countries. For more information visit www.barnerttemple.org

Learn more. Call or click Andy Kanter, 201-851-2500/akanter847@aol.com

2010/2011 COMMUNITY CALENDAR INSERTION ORDER

FILL OUT AND RETURN THIS FORM TO RESERVE YOUR ADVERTISING SPACE

AD RATES [net]

The 2010/2011 Community Calendar features ad sizes to accommodate any budget. The following are net rates.

FULL PAGE:	\$ 875	HALF PAGE:	\$ 470
QUARTER PAGE (V/H):	\$ 360	EIGHTH PAGE:	\$ 250
COVERS 2 & 3:	\$ 1,100	COVER 4:	\$1,250

BUY MORE, SAVE MORE

Earn discounts for multiple insertions. Buy two ads, take 10% off your total. Buy three or more and take off 20%.

YES, I WILL ADVERTISE IN THE BARNERT TEMPLE 2010/2011 COMMUNITY CALENDAR

Earn discounts for multiple insertions. Buy two ads, take 10% off your total. Buy three or more and take off 20%.

Date: _____

Advertiser Contact Name: _____ **Phone:** _____

Company: _____ **E-Mail:** _____

Address: _____

Community Calendar Sales Representative: _____

Ad Size/Rate: _____ **# of insertions:** _____ **Total due with order: \$** _____

Placement preferences (circle all that apply):

Calendar month(s): Sept. Oct. Nov. Dec. Jan. Feb. Mar. Apr. May Jun. Jul. Aug. _____

Bar/Bat Mitzvah Marketplace: YES NO

- We will attempt to accommodate all special requests, but preference is given on a first-come/first-served basis.
- Ads must be delivered in one of these digital formats: .pdf, .jpg, .tiff, .ai, .eps. Minimum resolution 300 dpi. All fonts must be embedded (PDFs), rasterized (Photoshop files), or converted to outlines (Illustrator files).
- E-mail ad materials to wycckoffrunner@optonline.net. Materials must be received by August 1, 2010.
- Please return completed insertion order to your sales rep with a check made payable to "Barnert Temple," or mail to: Barnert Temple 2010/2011 Community Calendar, 747 Route 208 South, Franklin Lakes, NJ 07417
- Barnert Temple is a not-for-profit organization (tax exempt #22-1589-196).
- Questions? Ideas! Call or click Andy Kanter, 201-851-2500/akanter847@aol.com