



CONGREGATION ANSHEI ISRAEL

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www.caiaz.org

NEWSLETTER / WEBLINK RATES & AD PRODUCTION SPECS

All rates effective September 1, 2011.

CAI's newsletter, *Kolenu* — Hebrew for “Our Voice” — is published bi-monthly (6 issues) September through August.

Congregation Anshei Israel provides complimentary *Kolenu* ad creation, digital file maintenance and no charge for scans. All ads black/white. (Ad placement is at CAI's discretion.) *Kolenu* can also be read &/or printed from CAI's website, www.caiaz.org.

Please note: Per U.S. Postal Service regulations, we cannot accept ads promoting credit/debit cards, insurance policies or travel arrangements.

**Receive 20% Discount with
1-year print advertising commitment (all 6 issues)***

AD SIZES		Per 2-Month Issue	*With 20% discount (6 issues)
”Single”	3½” w X 2” h	\$75	\$360 (save \$90)
”Double”	3½” w X 4” h	\$150	\$720 (save \$180)
”Triple”	3½” w X 6” h	\$225	\$1080 (save \$270)
Half Page	7½” w X 4½” h	\$360	\$1728 (save \$432)
Back Cover (exclusive)	7½” w X 4½” h	\$540	\$2592 (save \$648)
Full Page	7½” w X 10” h	\$720	\$3456 (save \$864)



Add a WEBLINK on CAI's “Supporters”* page for \$25 per month to include your name + link.

“Weblink” is your name/company name with a hotlink to your Web site.

*CAI's “Supporters” page launching Sept. 1, 2011.

Production Specs

- Camera-ready ads & other digital files accepted (.pdf, eps, .tif, .gif or .jpg) must be 300 dpi.
E-mail to: yvonne@caiaz.org
- Complimentary ad creation offered. If providing hard copy items for scanning (logo, photo, etc.), do not staple or fold. Originals will be returned upon request.

Kolenu finished size: 8-1/2” wide X 11” high
Screens: 30% • Halftones: 85 line screen (133 lpi)

Deadlines

Always the first working day of the month prior to the publication month (e.g. DEADLINE is August 1 for the September/October issue)

Issues		Deadline
2011	Sept/Oct	Aug. 1
	Nov/Dec	Oct. 3
2012	Jan/Feb	Dec. 1
	Mar/Apr	Feb. 1
	May/June	Apr. 2
	July/Aug	June 1

If you would like to receive a complimentary hard copy of the latest issue of *Kolenu*, please call 745-5550, ext. 231. We welcome your inquiries.