



CONGREGATION ANSHEI ISRAEL

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www.caiaz.org

NEWSLETTER RATES & AD PRODUCTION SPECS

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 except back cover.

Ad placement is at CAI's discretion; ads are rotated every issue.

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.

Rates:

Rates effective August 1, 2014 - July 31, 2015.

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

AD SIZES		Cost 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; color)	7½” w X 4½” h	\$540	\$2592 (save \$648)
Full Page	7½” w X 10” h	\$720	\$3456 (save \$864)

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
2014	Sept/Oct Aug. 1
	Nov/Dec Oct. 1
2015	Jan/Feb Dec. 1
	Mar/Apr Feb. 2
	May/June Apr. 1
	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.