



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 effective August 1, 2017 - July 31, 2018.

Rates:

**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:	Deadlines:																	
<ul style="list-style-type: none"> • 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. <p style="text-align: center;"><i>Kolenu</i> finished size: 8-1/2” wide X 11” high Screens: 30% • Halftones: 85 line screen (133 lpi)</p>	<p>Always the first working day of the month <u>prior</u> to the publication month (e.g. DEADLINE is August 1 for the September/October issue)</p> <table border="1"> <thead> <tr> <th>Issues</th> <th>Deadline</th> </tr> </thead> <tbody> <tr> <td rowspan="2">2017</td> <td>Sept/Oct</td> <td>Aug. 1</td> </tr> <tr> <td>Nov/Dec</td> <td>Oct. 2</td> </tr> <tr> <td rowspan="3">2018</td> <td>Jan/Feb</td> <td>Dec. 1</td> </tr> <tr> <td>Mar/Apr</td> <td>Feb. 1</td> </tr> <tr> <td>May/June</td> <td>Apr. 2</td> </tr> <tr> <td></td> <td>July/Aug</td> <td>June 1</td> </tr> </tbody> </table>	Issues	Deadline	2017	Sept/Oct	Aug. 1	Nov/Dec	Oct. 2	2018	Jan/Feb	Dec. 1	Mar/Apr	Feb. 1	May/June	Apr. 2		July/Aug	June 1
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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.