



**ELWOOD SHULE**

INSPIRE · CONNECT · BELONG

**COMMUNITY CALENDAR ADS**

**5784 - 2023/24**

**תשפ"ג**

**[WWW.ELWOODSHULE.ORG](http://WWW.ELWOODSHULE.ORG)**

## LETTER FROM THE OFFICE

Dear friend,

We are excited to be preparing our 13th annual Elwood Shule Community Calendar & Program Guide and we need your support!

The professionally designed 12 month calendar is an attractive and full colour publication, and will be distributed to hundreds of local homes and businesses, free of charge, in time for the High Holydays.

The calendar includes information about Jewish Holidays, Shabbat candle lighting times and some of our much anticipated events and programs. The date boxes include both Hebrew and civil dates.

I kindly ask you to consider supporting our calendar campaign by placing an advertisement promoting your business or by putting in a

Shanah Tova greeting from you family or business - see the various opportunities below.

An advantage of displaying your ad in our calendar, is the sustained lifespan of advertisements, as compared to other forms of communication with the public. Our members as well as the wider Jewish community, continuously refer to our informative Community Calendar throughout the year.

Your support is vital to our growth and will assist us in furthering our efforts in serving our congregation and community at large.

If you have any questions, please call **9531 1547** or email [office@elwoodshule.org](mailto:office@elwoodshule.org)

Sincerely,  
**Jack Lipson**  
Elwood Shule

## DISTRIBUTION

We print and distribute 1000 attractive full-colour community calendars.

They hang proudly in the homes and offices of our members, local Elwood residents, as well as the wider Jewish Community throughout Melbourne

## OPTIONS

You can choose from the following available options to showcase your ad.

Single Ad (W90mm x H45mm)

Double Ad (W184mm x H45mm)

Triple Ad (W90mm x H142mm)

See the last page for more Advertising options and details.

## WHY ADVERTISE HERE?

Our calendar will place your message in the best of all advertising locations: a place on the wall or desk where it will be prominent 365 days a year. People use their calendar everyday, and each time they do, they see your company's message.

## THE BIG PICTURE

Advertising in the Elwood Shule Community Calendar is not only a good business decision, your advertisement is important to our growth and will assist in furthering our efforts in serving our congregation and community at large.

SEPTEMBER 2018 - ELUL 5778/ TISHREI 5779

אלול תשע"ז – תשרי תשע"ח

#### ROSH HASHANA

Rosh Hashana marks the Jewish New Year, taking place the first and second days of Tishrei, the first month of each year. Literally translated as the head of the year, it commemorates the creation of the first man and woman, Adam and Eve.

The crucial message of Rosh Hashana is about humanity and corporeal accomplishment, which represent G-d's purpose of creation.

However, despite the power of man in a physical world, we must be cognisant of our reliance upon G-d, the source of our existence.

The main Mitzvah, to be observed on Rosh Hashana is to hear a sounding of the Shofar, a ram's horn. This tradition symbolises awakening, the return of the Jewish Nation to G-d in the days before Mashiah, who will be signalled by the Great Shofar. It also manifests the coronation of G-d as King of the Universe. It is vital to the day, and as such, one who does not hear the Shofar in

synagogue should hear 30 sounds of the Shofar before nightfall.

#### YOM KIPPUR

Yom Kippur is a solemn day in the Jewish calendar, for it is the holiest day in the year, a Day of Atonement. The day presents an opportunity to turn inwards and search one's thoughts, speech, and behaviour over the past year, regret misdeeds, and accept positive resolutions for the year to come.

The power of introspection on this day is immense, because we reach an extraordinary level of connection to G-d and to our souls, through the capacity of the day itself.

For this reason, we fast, do not bathe or anoint ourselves, do not wear leather shoes and abstain from marital relations. We pray that the Almighty grants us forgiveness and 'seals' us for a year ahead filled with goodness and blessing.



TRIPLE AD  
DIMENSIONS  
W90MM X H142MM

SINGLE AD  
DIMENSIONS  
W90MM X H45MM

SINGLE AD  
DIMENSIONS  
W90MM X H45MM

DOUBLE AD  
DIMENSIONS  
W184MM X H45MM

SINGLE AD  
DIMENSIONS  
W90MM X H45MM

Example of a feature page containing single, double and triple sized ads.

SEPTEMBER 2018 - ELUL 5778/ TISHREI 5779 אלול תשע"ז – תשרי תשע"ח						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SHABBAT
					1 י אלול 10 ELUL LIGHT CANDLES 5:41PM	2 י"א אלול 11 ELUL KI TETZE! SHABBAT ENDS 6:39PM
3 י"ב אלול 12 ELUL FATHERS DAY	4 י"ג אלול 13 ELUL	5 י"ד אלול 14 ELUL	6 ט"ו אלול 15 ELUL	7 ט"ז אלול 16 ELUL	8 י"ז אלול 17 ELUL LIGHT CANDLES 5:47PM	9 י"ח אלול 18 ELUL KI TAVO SHABBAT ENDS 6:44PM
10 י"ט אלול 19 ELUL	11 כ' אלול 20 ELUL	12 כ"א אלול 21 ELUL	13 כ"ב אלול 22 ELUL	14 כ"ג אלול 23 ELUL	15 כ"ד אלול 24 ELUL LIGHT CANDLES 5:53PM	16 כ"ה אלול 25 ELUL NITZAVIM VAYELECH LEIL SEFICHOT SHABBAT ENDS 6:50PM
17 כ"ו אלול 26 ELUL	18 כ"ז אלול 27 ELUL	19 כ"ח אלול 28 ELUL	20 כ"ט אלול 29 ELUL EREV ROSH HASHANA LIGHT CANDLES 5:57PM	21 א' תשרי 1 TISHREI 1ST DAY ROSH HASHANA LIGHT AFTER 6:55PM	22 ב' תשרי 2 TISHREI 2ND DAY ROSH HASHANA LIGHT CANDLES 5:58PM	23 ג' תשרי 3 TISHREI HAZANU SHABBAT SHUVA SHABBAT ENDS 6:56PM
24 ד' תשרי 4 TISHREI FAST OF GEDALIA FAST BEGINS 6:44AM FAST ENDS 6:45PM	25 ה' תשרי 5 TISHREI	26 ו' תשרי 6 TISHREI	27 ז' תשרי 7 TISHREI	28 ח' תשרי 8 TISHREI	29 ט' תשרי 9 TISHREI EREV YOM KIPPUR LIGHT CANDLES AND FAST BEGINS 6:59PM	30 י' תשרי 10 TISHREI YIZKOR YOM KIPPUR HOLIDAY AND FAST END 7:03PM

Example of a calendar page containing no ads.

## AD DIMENSIONS, DURATION AND PRICES

SIZE	DIMENSIONS	DURATION	PRICE
Single Ad	W90mm x H45mm	1 Month	\$200.00
Single Ad	W90mm x H45mm	3 Months (Repeating)	\$500.00 (save \$100)
Single Ad	W90mm x H45mm	6 Months (Repeating)	\$1,000.00 (save \$200)
Single Ad	W90mm x H45mm	12 Months (Repeating)	\$1,800.00 (save \$600)
Double Ad	W184mm x H45mm	1 Month	\$400.00
Triple Ad	W90mm x H142mm	1 Month	\$600.00

### CALENDAR SPONSOR AD

Includes 1 ad in each month of calendar and an additional larger size back page ad.	\$3,600.00
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All calendar ads must be provided as high resolution print ready files (pdf, jpg or eps) and in the correct specified dimensions listed above. ***All ads must be submitted by Wednesday 19th of July 2023.***

To place an advertisement in the Elwood Shule Community Calendar please use form via website or for any queries please contact ***Ronny Kowadlo*** 0413 863 263 or email ***office@elwoodshule.org***