

BHBE 2023 AD BOOK FAQ

WHAT IS THE AD BOOK?

In conjunction with the amazing Gala scheduled for June 11, we will be producing an Ad Book that serves as both a community resource and source of fundraising.

The Ad Book is a directory of BHBE synagogue members with their name, address, phone number and email address*, along with advertisements from local businesses, index of all advertisers and personal tributes.

NOTE: If you do not wish to be included in the directory, please let the synagogue office know at 847.256.1213 no later than May 1, 2023.

WHY SHOULD I SELL ADS?

Selling and buying ads supports this BHBE major annual fundraiser. Congregants and their businesses can solicit or advertise in the BHBE Ad Book and earn tickets to the Gala based on the following Ad Book credit structure:

- Selling \$300 worth of ads entitles a couple to attend for free.
- Selling \$150 worth of ads entitles a single to attend for free.

Ad Book credit is also given for the Personal Tribute/Specialty pages, which provide an opportunity to honor the Rabbi, Cantor, and other BHBE professionals, as well as friends, family, and colleagues.

As an extra bonus, for every \$3,000 of ads sold by a congregant, the congregant is entitled to a reserved parking space in the BHBE parking lot for the High Holidays. You may sell or purchase ads even if you are unable to attend this year's event.

WHY SHOULD SOMEONE BUY AN AD?

BUSINESSES: Our members reach out to local businesses to include their company info in our Ad Book. If you own a business, or want to reach out to the business, here are some key points to kick off your sales:

- Promote your local business to a large audience of community members and potential customers!
- The Ad Book has a wide circulation among more than 1,000+ community members
- Demonstrate support to BHBE, a key community institution
- Rates are competitive and there is a range of offerings to fit your needs

RECOGNITION ADVERTISEMENTS: You can also place ads that personally acknowledge or celebrate your family or community. Here are some ideas:

- Acknowledge celebrations and life-cycle events
- Honor the congregation, clergy, staff, congregants and others
- Write a letter to the Rabbi
- Memorialize loved ones

WHEN IS IT DUE?

All ads must be submitted by May 15, 2023. Please adhere to the deadline to ensure that your ad won't be left out of the Ad Book, and you receive credit for the ad!

WHO SHOULD I SELL ADS TO?

Think about all the services you use in a month, or business you've given referrals to, such as:

- Coffee shops, hair/nail salons, jewelers, boutiques
- Home services, plumbers, appliance repair
- Restaurants, grocery stores
- Automotive, repair shops
- Lawyers, doctors, physical therapists, healthcare
- Financial advisors, accountants, local banks
- Other ideas: What's close in YOUR neighborhood? What's close to the synagogue? What's relevant to our community?

HOW DO I SELL ADS?

1. Start with a list of businesses to solicit. To assist those who have sold business ads in the past, we also have a list of last year's solicited vendors to avoid soliciting the same company twice. Please be respectful and refrain from soliciting another person's vendors.
2. Refer to the Vendor Sell Sheet for recommendations on how to position the Ad Book. You can also send the Vendor Letter to businesses before you call.
3. Bring the Ad Form to show to the business. If you have an Ad Book from a past year, you can use that to show them the quality and size of the book
4. Confirm ad size and artwork
5. Complete form, and submit specific ad copy or final art work to Adbook@bhbe.org by MAY 15, 2023

For those contacting prior advertisers: Please request fresh artwork or business cards so that the ads are reproduced clearly. If you are not planning to solicit past vendors, please email AdBook@bhbe.org by Apr 15. If the office does not receive notification that you are soliciting those vendors, those advertisers will be made available to the Congregation for solicitations. Contact the office if you would like a copy of the ads that you sold last year.

WHAT ARE THE DIFFERENT TYPE OF AD PAGES?

There are six types of Ad Book pages:

- **Back Cover:** \$2,000 (1 available): This prime location is sold first-come, first-served.
- **Inside covers** (front and back): \$1,800 (2 available) These sponsorship pages are prime locations, are limited, and sold on a first-come-first-served basis.
- **GOLD Full page Ads:** \$500. These pages are unlimited and are eye-catchers.
- **SILVER Full page ads:** \$400. These pages are unlimited and are eye-catchers.
- **Full page ads:** \$300. A full page ad is 5 x 8 inches. These pages are unlimited.
- **Half page ads:** \$150. A half page is 4 x 5 inches. These pages are unlimited.
- **Quarter page ads:** \$80. A quarter page is 4 X 2.5 inches OR 2 X 5 inches. These ad types are unlimited.

DO YOU WANT TO DO MORE TO SPONSOR THE GALA?

- Please contact Larry Plawsky (BHBE Vice President of Ways and Means) for sponsorship and naming opportunities. Larry's contact information is 847-691-5887 or larrycareer@yahoo.com