

BHBE Membership Book FAQ

What's the BHBE Membership Book (aka "The Ad Book")?

It's a booklet with local business ads and info about synagogue members. Think of it like a community phone book with fun extras! And if you sell enough ads, you get tickets to our BHBE gala celebration.

Why sell ads?

Selling ads helps raise money for the synagogue. Plus, you can earn free tickets! Here's how:

- Sell \$300 of ads, get 2 free Gala tickets!
- Sell \$150 of ads, get 1 free Gala ticket!

Why buy an ad?

Businesses: Get your name out there to over 1,000+ community members! Rates are good, and there are options for any budget.

Members: Celebrate someone special or show your support for the synagogue in the book!

When are ads due?

May 15th, 2024! Don't miss out on the fundraising (and fun) opportunities to support your synagogue.

Who should I sell ads to?

Think of businesses you use or recommend - coffee shops, doctors, hair salons, etc. We even have a list of past advertisers to avoid double-teaming them!

How do I sell ads?

1. Make a list of businesses to contact.
2. Use the Vendor Sell Sheet and Letter to help you talk to them.
3. Show them the Ad Form and past Membership Book (ask the office for a copy if you don't have one!)
4. Agree on ad size and artwork.
5. Fill out the form and send to the office, with the artwork by May 15th!

What are the ad options?

- Color ads are available for the Back Cover: \$2,000 (1 available), Inside Cover: \$1,800 (2 available!), and Gold/Silver Pages: \$500/\$400 (eye-catching!)
- Black-and-white ads are available as Full Page: \$300; Half Page: \$150; and Quarter Page: \$80

Selling ads helps our community and **gets you free Gala tickets!** Let's make the 2024 Membership Book one to remember!