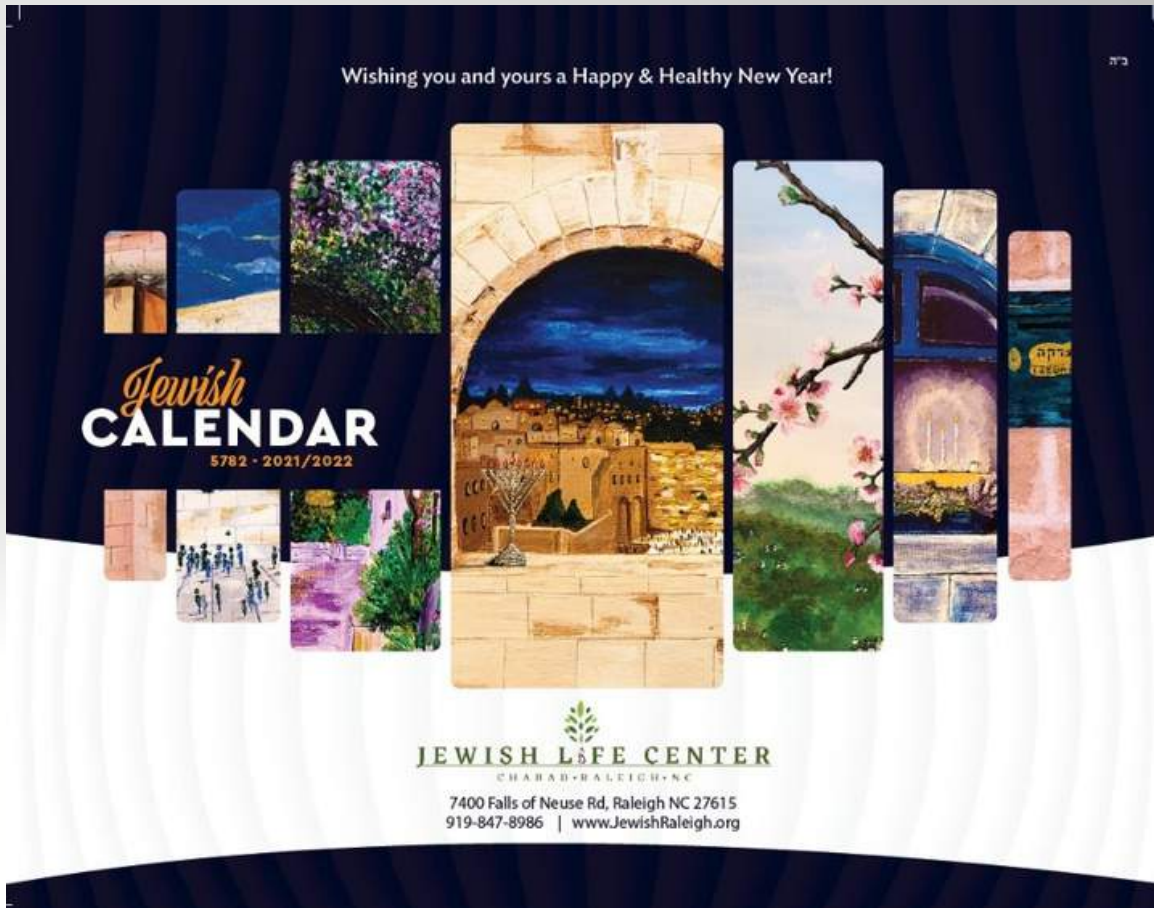


# Advertising Proposal



[www.jewishraleigh.org/advertise](http://www.jewishraleigh.org/advertise)

# Advertising Proposal



Dear Friend,

Preparations are under way for the annual printing of the Jewish Art Calendar in Raleigh.

The Jewish Life Center - Chabad will once again be producing this attractive multi-color publication and mailing it to over 4,700 Jewish homes & local businesses in Raleigh and the surrounding areas free of charge.

The calendar will include detailed information about upcoming holidays, educational messages, Shabbat and Holiday candle lighting times, traditional Jewish recipes, and popular thematic artwork. The practical design also provides ample room for the recording of personal information and appointments. The calendar will also include many of the much-anticipated events and programs of Jewish Life Center - Chabad.

We believe this is also an extraordinary sponsorship opportunity to market your business or services to the Jewish community. Unlike newspaper ads that are seen once and discarded, this business promotion will benefit you continuously, as it is displayed in homes and offices throughout the community the whole year round, thus ensuring optimum visibility for your products or services, and maximum return for your dollar.

New! This year, when you select to advertise in the calendar you will have an opportunity for a minimal fee to sponsor 1 week's e-newsletter email that gets sent to over 1500 people weekly and has an average click to open rate of 40%-50%.

Your participation helps us with this worthy endeavor, as well as with our other efforts on behalf of Jewish continuity. Please look through this proposal and visit [www.jewishraleigh.org/advertise](http://www.jewishraleigh.org/advertise) to place your order.

Warm regards,  
Rabbi Mendy Wilschanski  
Program Director

Please email any questions to: [Rabbimendy@jewishraleigh.org](mailto:Rabbimendy@jewishraleigh.org)

## **Calendar Facts**

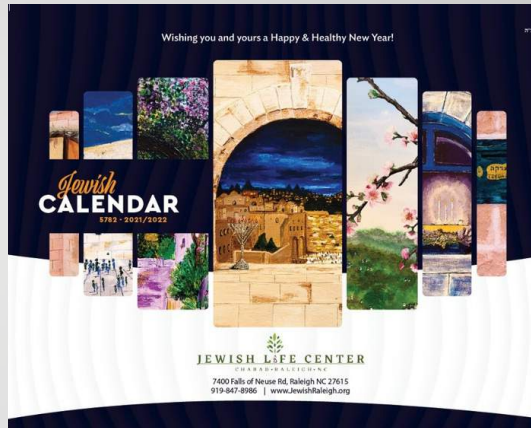
- **Year round exposure to 4,700+ Jewish households and businesses**
- **Promotes your business to thousands in our community**
- **Referred to many times over 365 days a year**
- **Mailed without charge to the entire Jewish community**
- **Important Holiday information**
- **Local candle lighting times**
- **Historical facts and insights**
- **Beautiful Jewish art work each month (full color)**
- **Features: Local Jewish events**
- **Months - Sep 2022 - Sep 2023**
- **Features: Jewish and secular calendar combined**
- **Helps fund Jewish Life Center - Chabad of Raleigh, a nonprofit organization, administrating community aid, enrichment programs, education programs, and a cultural network.**

**Jewish Life Center - Chabad of Raleigh**

**Please direct any questions to:**

**[Rabbimendy@jewishraleigh.org](mailto:Rabbimendy@jewishraleigh.org)**

# Jewish Art Calendar Prices



## Tiered Pricing:

Sample of savings!

### Full Width Ads

1 = \$500

2 Or More = \$460 / Each

### Half Width Ads

1 = \$360

2 Or More = \$340 / Each

### Business Card Ads

1 = \$200

2 Or More = \$180 / Each

### Calendar Box Ads

1 = \$125

2 Or More = \$115 / Each

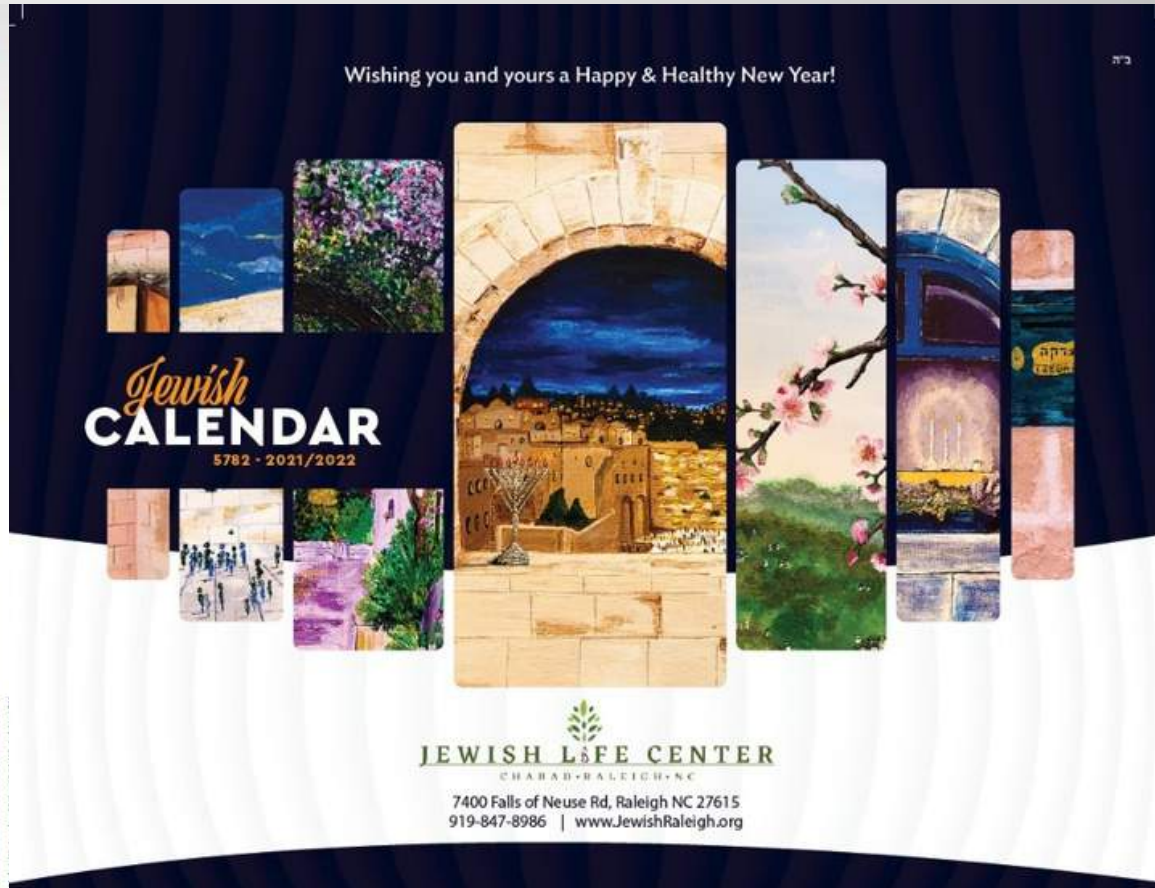
### Plus:

Insert Page Ads  
Bottom Strip Ads  
& More!

For a comprehensive view of our pricing please visit:

**[www.jewishraleigh.org/advertise](http://www.jewishraleigh.org/advertise)**

# Option #1



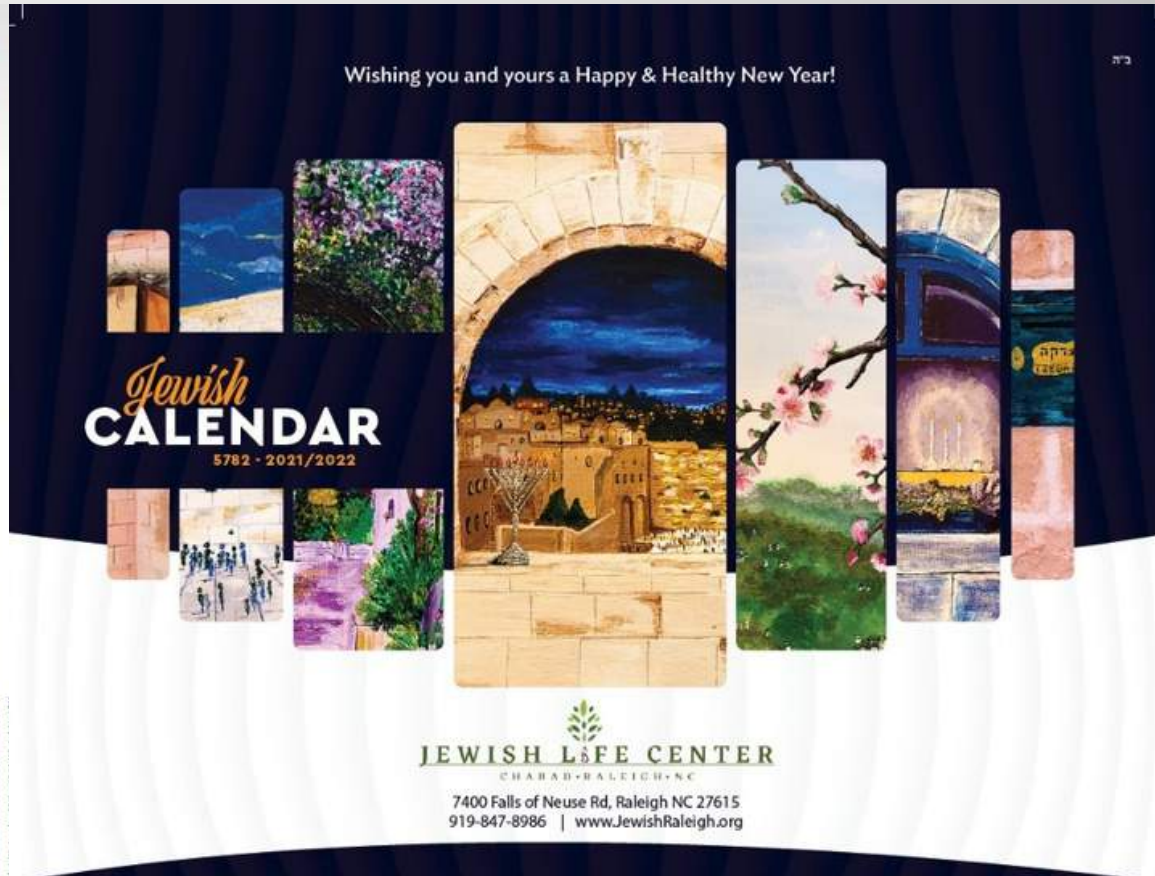
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| <p><b>Lisa Springer</b><br/>Roben Bloddworth</p> <p style="background-color: #e91e63; color: white; padding: 2px;"><b>SPRINGER OVERHEAD DOORS</b><br/><i>Customized Full Service Installation &amp; Service</i></p> <p>PO Box 97754<br/>Raleigh, NC 27624<br/>(919) 270-4739<br/>SpringerDoors@gmail.com<br/>Residential and Commercial</p> | <p style="text-align: center;"> <br/> <b>Michael Cubell</b><br/> <small>Licensed Insurance Agent</small> </p> <div style="text-align: center;"> <br/> <b>TRIANGLE</b><br/> <small>LIFE AND HEALTH</small> </div> <p style="font-size: small;">       Medicare Advantage   Life<br/>       Medicare Supplement   Final Expense<br/>       Dental   Vision<br/> <b>919-689-6565</b><br/>       mike@trianglelifeandhealth.com<br/>       www.trianglelifeandhealth.com     </p> | <p style="text-align: center;"><b>CHERYL A. SIEGEL, DDS</b><br/>GENERAL DENTIST</p> <div style="text-align: center;">  </div> <p style="font-size: x-small;">       4505 FAIR MEADOW LANE,<br/>       SUITE 209 RALEIGH, NC 27607<br/>       919-881-9258<br/>       919-881-9637<br/>       CAS@CHERYLSIEGELDDS.COM<br/>       WWW.CHERYLSIEGELDDS.COM     </p> <p style="text-align: center; font-weight: bold;">CELEBRATING 30 YEARS IN RALEIGH</p> |
|---|---|---|

NEW!

Be seen every day of the year by sponsoring the calendar!

Business Card Space Price: \$2,200

# Option #2



Wishing you and yours a Happy & Healthy New Year!

*Jewish*  
**CALENDAR**  
 5782 - 2021/2022

  
**JEWISH LIFE CENTER**  
 CHABAD • RALEIGH • NC

7400 Falls of Neuse Rd, Raleigh NC 27615  
 919-847-8986 | [www.JewishRaleigh.org](http://www.JewishRaleigh.org)

|  |  |  |
|--|--|--|
|  <p>David Roitblat   CEO   (718) 570-7687<br/>         40 Wall Street, Suite 3100, New York, NY 10005<br/> <b>David@BetterAccountingSolutions.com</b></p> |  <p><b>TipTop®</b><br/>         Garage Doors</p> <p style="font-size: 1.2em;"><b>919-701-3003</b></p> <p><a href="http://www.tiptopgaragedoors.com">www.tiptopgaragedoors.com</a></p> |  <p><b>FIVE STAR<br/>         REVIEW</b><br/>         ★★★★★</p> |
|--|--|--|

| WEEKLY HOURS   | BOOKKEEPING - HOURLY RATE |
|----------------|---------------------------|
| 40 & up        | \$ 50.00                  |
| 30 & up        | \$ 53.00                  |
| 25 & up        | \$ 55.00                  |
| 20 & up        | \$ 58.00                  |
| 15 & up        | \$ 60.00                  |
| 11 & up        | \$ 65.00                  |
| 6 & up         | \$ 75.00                  |
| 0 & up         | \$ 80.00                  |
| Manager Review | \$ 80.00                  |



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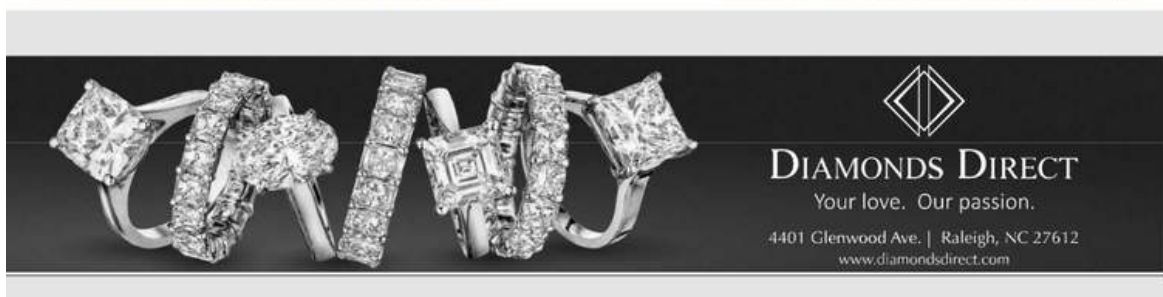
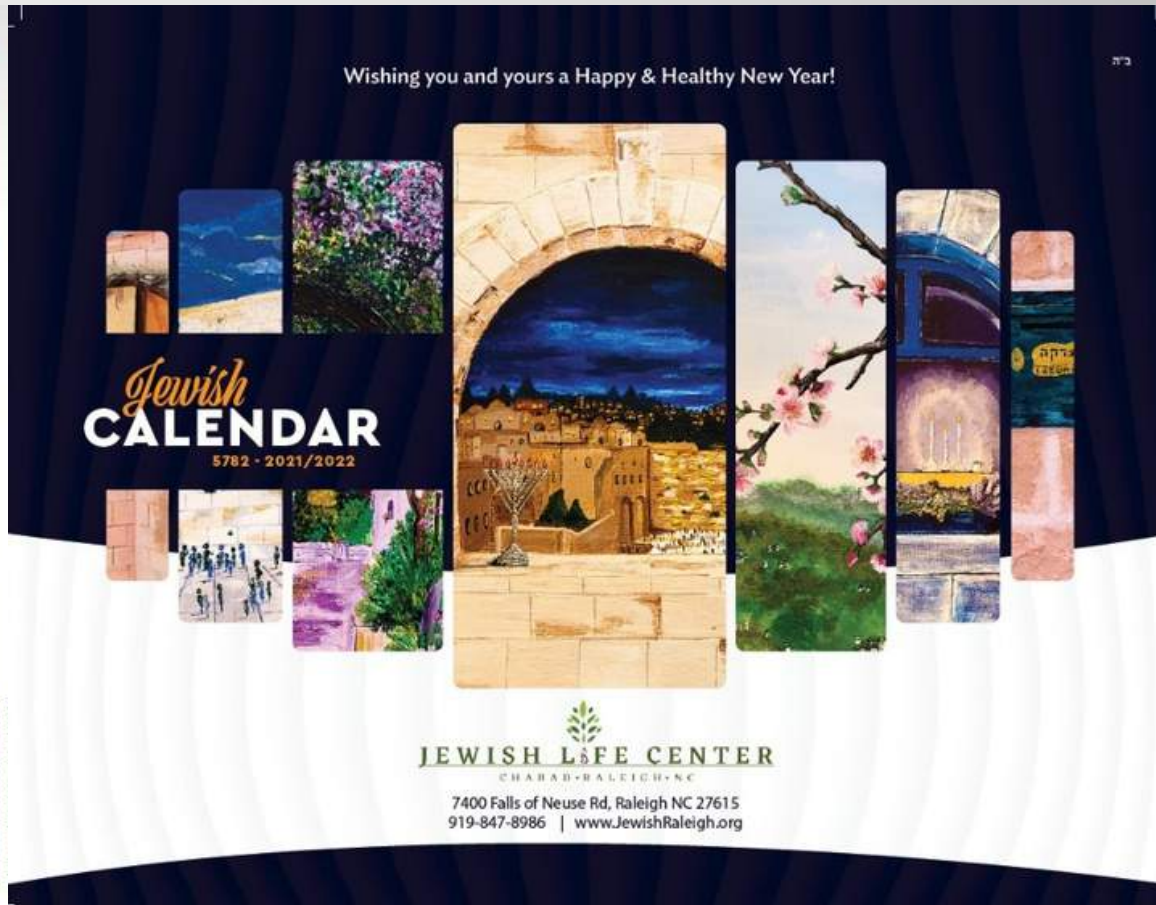
[www.tiptopgaragedoors.com](http://www.tiptopgaragedoors.com)



**FIVE STAR  
 REVIEW**  
 ★★★★★

**NEW!**  
 Be seen every day of the year by sponsoring the calendar!  
**Half Space Price: \$3,000**

# Option #3



**NEW!**  
Be seen every day of the year by sponsoring the calendar!  
Price: \$5,500

**Add your name or company name to the inside front page Shanah Tovah greeting!**  
**Price: \$36 / Mention**

Dear Friends,

It is with much pleasure to be able to bring you our annual Jewish Art Calendar for the Jewish year 5782 (2021-22.)

Thinking about Rosh Hashanah, this past year has been like a shofar in many ways. Twisting and turning, ups and downs. Beginning the year with restrictions and then back to a close semblance of "normal" and back to what we experienced earlier in the year.

Nevertheless, here at the Jewish Life Center and Sha'arei Israel, our year has also been one of consistency; our doors have been open—consistently and reliably—at a time of much upheaval in the entire world. We have been here consistently for those looking to discover their rich Jewish heritage, and those who want to question it. We have been here consistently for those in need of practical, emotional and spiritual support and as a communal resource and support system for all.

It has also been a year of growth and achievement: We've offered an array of classes and programs virtually as well as many safe, in-person classes, stimulating programs and events for children, adults and seniors. We look forward to this coming year and pray that it will be one of positive growth amidst good health and peace. Moreover, we are looking forward to having you on board on our journey!

Our source of financial support is derived from generous contributions from our advertisers and from people like yourself in our community. Your kind and generous support helps us to continue our work in strengthening Jewish identity, pride and awareness. You can donate by visiting [www.jewishraleigh.org/donate](http://www.jewishraleigh.org/donate). Thank you for making it possible for us to continue our vital work in the Triangle area!

May G-d grant you and your entire family a happy and healthy New Year and may you merit to be inscribed-together with your loved ones—in the Book of Life, peace, good health and prosperity.

Rabbi Lev and Dassy Cotlar  
Rabbi Mendy and Brocha Wilschanski

  
 THIS CALENDAR IS DEDICATED TO THE  
**LUBAVITCHER REBBE,**  
 RABBI MENACHEM M. SCHNEERSOHN  
 His personal devotion to each and every individual Jew as well as his dedication to G-d and His Torah, continue to inspire the Chabad center here in Raleigh.

---

  
**Wishing the Jewish Community  
 a Happy, Healthy  
 and Sweet New Year!**

Sheldon Hayer,  
 Gina Massel-Castater,  
 Behrend Family,  
 Donna Trushin,  
 Cotlar Family,  
 & Wilschanski Family

|  |   |   |
|--|---|---|
| <p><b>CONGREGATION SHA'AREI ISRAEL - CHABAD</b><br/>RABBI LEV COTLAR</p> <p>Cong. Sha'arei Israel prides itself as being an unorthodox, yet traditional congregation. Members come from diverse backgrounds, creating an inviting atmosphere for Jews from all walks of life and levels of Jewish observance.</p> <p>For more information visit <a href="http://www.jewishraleigh.org/shaari">www.jewishraleigh.org/shaari</a></p>         | <p><b>HILLEL PRESCHOOL</b><br/>MRS. EILEEN LOPEZ, DIRECTOR   MRS. DASSY COTLAR, JUDAIC DIRECTOR</p> <p>As a five-star and NAEYC accredited early childhood center, Hillel Preschool strives to create the perfect learning environment for our children, ensuring them a love for learning and eagerness to discover. For over 30 years, Hillel has been developing a strong Jewish identity for our students, as well as being on the forefront of exceptional early childhood education.</p> <p>For more information visit <a href="http://www.HillelPreschool.org">www.HillelPreschool.org</a></p>   |   |
| <p><b>JEWISH LEARNING INSTITUTE</b><br/>RABBI LEV COTLAR</p> <p>The Jewish Learning Institute provides excellent, thought-provoking classes for today's sophisticated and searching Jews. IJLI's innovative presentation of Jewish thought is designed to be both intellectually rigorous and highly accessible. Many IJLI courses are CE accredited.</p> <p>For more information visit <a href="http://www.ijli.com">www.ijli.com</a></p> | <p><b>HEBREW SCHOOL</b><br/>RABBI MENDY AND BROCHA WILSCHANSKI, CO-DIRECTORS</p> <p>The Chabad Hebrew School is a living example of how our ancient customs still apply in our modern society. We imbue our students with a pride and sense of individuality which has been the key to Jewish continuity since Abraham. All Jewish students are accepted into our program no matter what background or denomination they may be from, nor is synagogue membership required.</p> <p>For more information visit <a href="http://www.jewishraleigh.org/HebrewSchool">www.jewishraleigh.org/HebrewSchool</a></p>  | <p><b>CAMP GAN ISRAEL</b><br/>RABBI MENDY AND BROCHA WILSCHANSKI, CO-DIRECTORS</p> <p>Camp Gan Israel has earned a reputation for providing its campers with an adventurous summer in a fun and educational way. Great staff, exciting trips, and special activities ensure your child will have the summer of a lifetime.</p> <p>For more information visit <a href="http://www.RaleighCamp.org">www.RaleighCamp.org</a></p>   |
| <p><b>JEW CREW - CTEEN JR.</b><br/>MRS. BROCHA WILSCHANSKI</p> <p>Jew Crew - CTeen Jr. is a program for middle school children in 7th &amp; 8th grade. A combination of Bar &amp; Bat clubs, the teens get together to do social work &amp; team building activities, holiday learning programs and awesome field trips.</p> <p>For more information email <a href="mailto:Brocha@jewishraleigh.org">Brocha@jewishraleigh.org</a></p>      | <p><b>C-TEEN</b><br/>RABBI MENDY WILSCHANSKI</p> <p>CTeen, the Chabad Teen Network, is the fastest growing network of Jewish teens. At CTeen our teens are giving a sense of responsibility and imbued with a sense of pride in their Judaism whether it's volunteering for the local food bank or getting together for bi-monthly trips or simply to socialize, munch and learn with other Jewish teens in the area, the teens gain so much from this warm environment, especially from the highlight of the year: Queen International Shabbaton.</p> <p>For more information visit <a href="http://www.jewishraleigh.org/CTeen">www.jewishraleigh.org/CTeen</a></p> | <p><b>JEWISH WOMANS CIRCLE</b><br/>MRS. DASSY COTLAR   MRS. BROCHA WILSCHANSKI</p> <p>The Women's Circle brings together Jewish women of all ages and backgrounds to learn, laugh, experience and rejuvenate the mind, body and soul. Each of our meetings features lively, meaningful discussions, a great do-it-yourself activity, delicacies to taste, a chance to socialize, and the opportunity to meet new friends.</p> <p>For more information visit <a href="http://www.jewishraleigh.org/JWC">www.jewishraleigh.org/JWC</a>. Refer to calendar for schedule.</p> |



  
**JEWISH LIFE CENTER**  
 CHABAD • RALEIGH • NC



**NOVEMBER**  
CHESHVAN - KISLEV

**SHABBAT**

**Shabbat Candles:** As a beacon to an airplane in the endless darkness of the night sky or a lighthouse to a ship caught in the turbulent waves of a stormy sea, Jewish women and young girls illuminate the confusion and turmoil of our ever-more-chaotic lives. Our Shabbat candles transform our homes into islands of peace and serenity. Light up your corner of the world with the Shabbat candles.

**Challah:** The aroma, the texture, the golden brown beauty of a freshly baked challah is a reminder of the manna that fell in the desert. Its indescribable taste has graced Shabbat tables for millennia.

THE BEST REAL ESTATE CHOICE YOU CAN MAKE



**MINDY OBERHARDT**  
518.81.63 DIRECT FAX

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Price from:  
\$500 / Month

#4 Business Card  
Price from:  
\$250 / Month

**DIAMONDS DIRECT**  
Your love. Our passion.  
4401 Glenwood Ave. | Raleigh, NC 27612  
www.diamondsdirect.com

#2 Box Size Ad  
Price from:  
\$125 / Month

**NOVEMBER 2021** CHESHVAN - KISLEV 5782

| SUNDAY  | MONDAY  | TUESDAY   | WEDNESDAY   | THURSDAY                         | FRIDAY  | SATURDAY   |
|---|---|---|---|----------------------------------|---|--|
| We're invited to the annual <b>Grand Chanukah Festival!</b> Join us as we celebrate Chanukah!<br><small>For all your Chanukah needs, contact us at (919) 847-8968</small> | 1 26 Cheshvan   | 2 27 Cheshvan   | 3 28 Cheshvan   | 4 29 Cheshvan                    | 5 1 Kislev<br>Rosh Chodesh  | 6 2 Kislev<br>Toldot   |
| 7 3 Kislev<br>DST Ends  | 8 4 Kislev  | 9 5 Kislev  | 10 6 Kislev   | 11 7 Kislev<br>Veterans Day      | 12 8 Kislev<br>Happy Birthday Chaim Tzemach Witschanski<br>Candle Lighting: 5:57 PM | 13 9 Kislev<br>Vayeitzei<br>Yahrzeit Milton Friedman Birthday and Yahrzeit of the Mittler Rebbe<br>Shabbat Ends: 6:53 PM |
| 14 10 Kislev<br>Yahrzeit Suzanne Carole (Shulamit Gittel) Trushin Liberation of the Mittler Rebbe   | 15 11 Kislev  | 16 12 Kislev  | 17 13 Kislev  | 18 14 Kislev                     | 19 15 Kislev<br>Candle Lighting: 4:51 PM  | 20 16 Kislev<br>Vayishlach<br>Shabbat Ends: 5:45 PM  |
| 21 17 Kislev  | 22 18 Kislev  | 23 19 Kislev<br>Yud Tes Kislev<br>Liberation of the Alter Rebbe | 24 20 Kislev  | 25 21 Kislev<br>Thanksgiving Day | 26 22 Kislev<br>Candle Lighting: 4:47 PM  | 27 23 Kislev<br>Blessing of the New Month<br>Vayeishev<br>Happy Birthday Frank Massel<br>Shabbat Ends: 5:43 PM           |
| 28 24 Kislev<br>1 <sup>st</sup> Light Tonight   | 29 25 Kislev<br>Chanukah<br>Happy Birthday Maeka Aaron Margo<br>2 <sup>nd</sup> Light Tonight | 30 26 Kislev<br>Chanukah<br>3 <sup>rd</sup> Light Tonight       |  <p><b>JUDI MARGULIES</b><br/>Broker, ABR, GRI, SFR, SRES<br/>Allen Tate Realtors<br/>8112 Falls of Neuse Rd, Suite 111<br/>Raleigh, NC 27615<br/>Direct: 919.880.2813<br/>Email: judi.margulies@allentate.com<br/>Website: www.allentate.com/judimargulies</p> <p><b>THE MARGULIES TEAM</b><br/>YOUR HOME FOR OUTSTANDING RESULTS</p> |                                  |   |  |

Jewish Life Center - Chabad of Raleigh, 7400 Falls of Neuse Rd, Raleigh NC 27615

#3 Special Occasion Mentions  
Price from:  
\$18 / Mention

#5 Half Width Ad  
Price from:  
\$360 / Month

## Extra pages in the calendar

### Holiday Recipes & Tips

**ROSH HASHANA**  
*Classic Honey Cake*

3 EGGS  
1 1/3 cups honey  
1 1/2 cups sugar  
1 cup strong black coffee  
2 t. Baking powder  
3 T. Margarine, softened  
1 t. Baking soda  
4 cups flour  
1 t. cinnamon

Preheat oven to 325. Grease and flour (TIP: I like to use the "baking spray with flour") a 9 by 13-inch cake pan. In a large mixer bowl, beat eggs and honey together. Add sugar and mix again. Mix coffee with baking powder, and then add with margarine to the egg mixture. Add baking soda, flour, and cinnamon and beat together well. Pour into greased cake pan. Bake for an hour.

**SUKKOT-SIMCHAT TORAH**  
*Un-stuffed Cabbage*

2 cans of tomato sauce  
1 large can tomato juice  
1 cup water  
1 large onions  
2 tablespoons lemon juice  
2 lb. ground meat  
1 1/2 t. salt  
1/4 tsp. pepper  
1 potato, grated  
2 eggs or 3 egg whites  
2 bags of shredded cabbage

Pour the tomato sauce and juice into a large pot. Add lemon juice and water. Bring to a boil. Then add the cabbage and let it continue cooking.

In the meantime prepare the meatballs: In a large bowl, mix together the meat, spices, potato, eggs, and onion, diced small. Roll a Tablespoon of the mixture at a time into meatballs, add it to the sauce in the pot. Simmer for 45 minute - 1 hour (Mixing occasionally).

**CHANUKAH**  
*Sweet Potato Latkes*

2 medium potatoes, shredded  
1 small sweet potato, shredded  
2 eggs, beaten  
1 1/4 tsp. salt  
4 tablespoons flour  
3 tablespoons olive oil

TIP: For more moist Latkes add 1 small zucchini, shredded and drained. Mix all the ingredients (except the oil) in a large bowl. Heat 3 tablespoons olive oil in a frying pan at medium-high heat. Place spoonfuls of mixture into pan and flatten each with spatula. Fry latkes until golden brown on both sides.

**PURIM**  
*Savory Hamantashen*

1 sheet of puff pastry  
2 tomatoes diced  
1/2 onion diced  
1/2 cup of crumbled feta cheese  
1/4 cup of fresh basil diced

Cut out triangle shape pieces of puff pastry dough using a knife or cookie cutter. Saute the onions until tender. Add the tomatoes cook for several minutes. Place 1 teaspoon in the center of each triangle. Top with some feta cheese and basil. Bake in oven on 375 for 15 to 20 minutes until golden and crispy. TIP: Replace the tomatoes and onions with olives and capers for another option.

**PESACH**  
*Matza Balls*

2 eggs slightly beaten  
2 tablespoons oil or Shmaltz (chicken fat)  
2 tablespoons soup stock or water  
1/2 cup matzah meal  
1 teaspoon salt

Beat eggs slightly with fork. Add other ingredients, except matzah meal, and mix. Add matzah meal gradually until thick. Stir. Refrigerate for 20 minutes in covered bowl. Wet hands and form into balls. Boil 1 Quart of water with 1 T salt. Drop the balls into bubbling water. Cook for 30 minutes. (8 balls per each 1/2 cup of matzah meal). Note: Many communities have the custom of not eating wetted matzah on the first seven days of Passover. In these communities, matzah balls and other recipes that use matzah are used only on the eighth day of Passover.

**SHAVUOS**  
*Creamy Cheesecake*

1 8 inch graham cracker crust  
8 oz. cream cheese  
8 oz. Cottage cheese  
2 eggs  
3/4 cups sugar  
1 tsp. vanilla extract

Pre heat oven to 350. Place the cream cheese, cottage cheese, eggs, sugar, and vanilla in a bowl. Using an electric mixer, blend at low speed. Eventually, as the ingredients blend, increase speed to high. Blend until smooth. Pour filling into graham cracker pan. TIP: For Marble cheese cake drizzle with chocolate syrup and gently swirl batter with a knife. Place the pan in the preheated oven and bake for 30 minutes. TIP: When the cheesecake is ready, turn off the oven and leave the cheesecake inside for an additional half hour - this will avoid cracking the top.

#6 Insert Page Ad  
Price: \$1000

**THE ROHR JEWISH LEARNING INSTITUTE**  
2021-2022 Course Offerings



**Outsmarting Antisemitism**  
*It's hard to outrun it. It's time to outsmart it.*

OCTOBER 2021

Against the backdrop of a recent uptick in antisemitism and the increased anxiety it has brought to the Jewish community, this course sets out to beat this age-old cancer—with purpose, positivity, and pride. Marshaling historical analysis, Talmudic sources, Jewish mysticism, and contemporary expert analysis, the four sessions of the course provide insight, perspective, practical direction, and personal reassurance to motivate and inspire proud, fearless Jewish life.



**Jewish Meditation**  
*Meditation Mindfulness Spirituality.*

FEBRUARY 2022

Judaism places great emphasis on action. As a result, many Jews are unaware of another important facet of the Jewish tradition: deeply meaningful teachings about mindfulness, spirituality, and meditative practices. This course advances the uniquely Jewish approaches to these fascinating topics. Whether you've practiced meditation before or not, this course will both inspire and practically guide you so that you can reap the benefits of a more spiritual and meaningful life.



**Beyond Right**  
*The Values That Shape Judaism's Civil Code*

MAY 2022

Talmudic analysis and mind-bending logic have long been hallmarks of Jewish scholarship. But buried beneath much of the discussion and legislation are core Jewish values that fuel so much of the debate. This course examines a number of key legal issues that disclose fundamental ethical considerations that serve as the engine of Jewish civil law.

#6 Quarter Page Ad  
Price: \$360

## Candle Lighting Guide



**HOW TO LIGHT SHABBAT CANDLES**

- HOW TO:** It starts with one light. Add a candle for your spouse, and if you're a mother, one for each child. A girl over the age of three may light her own candle.
- THE BLESSING:** Before lighting the candles, recite the blessing mentioned in the bottom of each candle box, and put a coin in a charity box.
- THE BLESSING:** After the candles are lit, the woman stretches her hands out towards the candles, and moves them forward in a circular motion—whirling in a special gesture, the Shabbat Cup—three times. After the third time, the woman clucks her eyes with her hands and recites the following Blessing:
- SAY A PRAYER:** The moments immediately after reciting the blessing, while the woman's eyes are still covered, are an extremely auspicious time for her to offer a private prayer for anything her heart desires. It is customary to use this special time to appeal to G-d for children who will grow with the assistance of the Torah, and that the light we see in the world with the light of the Broomstick.



**DO-IT-YOURSELF SHABBAT CANDLES**

**WATCH NOW AT:**  
[CHABAD.ORG/2016943](http://CHABAD.ORG/2016943)

Sponsored In loving memory of the Bittman and Kogan families who perished "Al Kiddush H-shem". May their names eternally be for a Blessing.

#6 Half Page Ad  
Price: \$600

# Current Calendar - Sample Page



Art by David Solovitz, david@rabbi-david.com  
http://www.jewishlife.org/~solovitz\_d

Lag BaOmer

**MAY**  
IYAR - SIVAN


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**LAG BAOMER**

Lag Baomer is a joyous day on the Jewish calendar, with bonfires customarily being lit as part of the celebrations.

Rabbi Shimon Bar Yochai, the great scholar and Kabbalist of the 2nd century, passed away on this day and instructed his students to mark the day as "the day of my joy". Rabbi Shimon was a great mystic, and through his writing of Kabbalah, his bright light shines until today.

Bonfires are a symbol of the fiery spirit of the deep and mystical teachings that Rabbi Shimon shared with the world, reminding us of our mission to bring light into the world as well.






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Raleigh, NC  
(919) 843-9210

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**THE MARGULIES TEAM**

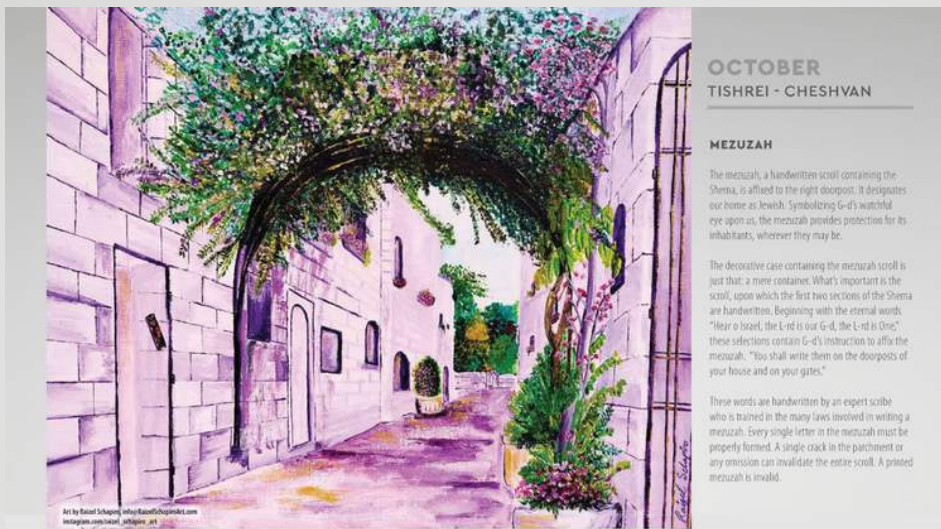


**All Active Healthcare, Inc.**  
Lisa and Steve Felerstein, Founders

Asthma Supply Solutions      919.870.8600  
ActiveHealthcare.com

| <b>MAY 2022</b>   |   |   |  |  |  |   | IYAR - SIVAN 5782 |
|---|---|---|--|--|--|---|-------------------|
| SUNDAY  | MONDAY  | TUESDAY   | WEDNESDAY  | THURSDAY   | FRIDAY   | SATURDAY  |                   |
| <b>1</b><br>30 Nissan<br>Rosh Chodesh<br>Tonight Omer 16<br><br>Yahrtzeit Sarah Beggelman | <b>2</b><br>1 Iyar<br>Rosh Chodesh<br>Tonight Omer 17   | <b>3</b><br>2 Iyar<br>Tonight Omer 18<br><br>Birthday of the Rebbe Maharash | <b>4</b><br>3 Iyar<br>Tonight Omer 19  | <b>5</b><br>4 Iyar<br>Tonight Omer 20  | <b>6</b><br>5 Iyar<br>Tonight Omer 21<br><br>Candle Lighting: 7:40 PM  | <b>7</b><br>6 Iyar<br>Tonight Omer 22<br>Acut 2<br>Kedoshim<br><br>Shabbat Ends: 8:49 PM                                  |                   |
| <b>8</b><br>7 Iyar<br>Tonight Omer 23<br>Mother's Day                                     | <b>9</b><br>8 Iyar<br>Tonight Omer 24                   | <b>10</b><br>9 Iyar<br>Tonight Omer 25                                      | <b>11</b><br>10 Iyar<br>Tonight Omer 26  | <b>12</b><br>11 Iyar<br>Tonight Omer 27  | <b>13</b><br>12 Iyar<br>Tonight Omer 28<br><br>Candle Lighting: 7:54 PM                                      | <b>14</b><br>13 Iyar<br>Tonight Omer 29<br>Acut 3<br>Emor<br><br>Shabbat Ends: 8:55 PM                                    |                   |
| <b>15</b><br>14 Iyar<br>Pesach Sheini<br>Tonight Omer 30                                  | <b>16</b><br>15 Iyar<br>Tonight Omer 31                 | <b>17</b><br>16 Iyar<br>Tonight Omer 32                                     | <b>18</b><br>17 Iyar<br>Tonight Omer 33  | <b>19</b><br>18 Iyar<br>Lag BaOmer<br>Tonight Omer 34  | <b>20</b><br>19 Iyar<br>Tonight Omer 35<br><br>Candle Lighting: 7:59 PM                                      | <b>21</b><br>20 Iyar<br>Tonight Omer 36<br>Acut 4<br>Behar<br><br>Shabbat Ends: 9:02 PM                                   |                   |
| <b>22</b><br>21 Iyar<br>Tonight Omer 37   | <b>23</b><br>22 Iyar<br>Tonight Omer 38                 | <b>24</b><br>23 Iyar<br>Tonight Omer 39                                     | <b>25</b><br>24 Iyar<br>Tonight Omer 40  | <b>26</b><br>25 Iyar<br>Tonight Omer 41  | <b>27</b><br>26 Iyar<br>Tonight Omer 42<br><br>Candle Lighting: 8:04 PM                                      | <b>28</b><br>27 Iyar<br>Tonight Omer 43<br>Blessing of the New Month<br>Acut 5<br>Bechukotai<br><br>Shabbat Ends: 9:07 PM |                   |
| <b>29</b><br>28 Iyar<br>Tonight Omer 44<br><br>Happy Birthday Debbie Secan                | <b>30</b><br>29 Iyar<br>Tonight Omer 45<br>Memorial Day | <b>31</b><br>1 Sivan<br>Rosh Chodesh<br>Tonight Omer 46                     |  <p>919-701-3003<br/>www.tipatopgaragedoors.com</p> |  <p>LAG BAOMER BBQ!<br/>Thursday, May 19</p> |  <p>CAMP GAN ISRAEL</p> |   |                   |

# Proposed Calendar - Sample Page



## OCTOBER TISHREI - CHESHVAN

### MEZUZAH

The mezuzah, a handwritten scroll containing the Shema, is affixed to the right doorknob. It designates our home as Jewish. Symbolizing G-d's watchful eye upon us, the mezuzah provides protection for its inhabitants, wherever they may be.

The decorative case containing the mezuzah scroll is just that: a mere container. What's important is the scroll, upon which the first two sections of the Shema are handwritten. Beginning with the eternal words "Hear o Israel, the L-rd is our G-d, the L-rd is One," these selections contain G-d's instruction to affix the mezuzah. "You shall write them on the doorposts of your house and on your gates."

These words are handwritten by an expert scribe who is trained in the many laws involved in writing a mezuzah. Every single letter in the mezuzah must be properly formed. A single crack in the parchment or any omission can invalidate the entire scroll. A printed mezuzah is invalid.



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| MONTHLY INCLUDES    | BOOKKEEPING - HOURLY FEES |
|---------------------|---------------------------|
| 100 hrs. per month  | \$ 80.00                  |
| 200 hrs. per month  | \$ 153.00                 |
| 300 hrs. per month  | \$ 226.00                 |
| 400 hrs. per month  | \$ 299.00                 |
| 500 hrs. per month  | \$ 372.00                 |
| 600 hrs. per month  | \$ 445.00                 |
| 700 hrs. per month  | \$ 518.00                 |
| 800 hrs. per month  | \$ 591.00                 |
| 900 hrs. per month  | \$ 664.00                 |
| 1000 hrs. per month | \$ 737.00                 |
| 1100 hrs. per month | \$ 810.00                 |
| 1200 hrs. per month | \$ 883.00                 |

## OCTOBER 2021 TISHREI - CHESHVAN 5782

| SUNDAY  | MONDAY  | TUESDAY   | WEDNESDAY                  | THURSDAY   | FRIDAY      | SATURDAY  |                                   |
|---|---|---|----------------------------|------------|-------------|---|-----------------------------------|
|  |  |  | 1                          | 25 Tishrei | 2           | 26 Tishrei<br>Blessing of the New Month<br><b>Bereishit</b> |                                   |
| 3   | 27 Tishrei  | 4   | 28 Tishrei                 | 5          | 29 Tishrei  | 6   | 30 Tishrei<br><b>Rosh Chodesh</b> |
| 7   | 1 Cheshvan<br><b>Rosh Chodesh</b>   | 8   | 2 Cheshvan                 | 9          | 3 Cheshvan  | 10  | <b>Noach</b>                      |
| 10  | 4 Cheshvan  | 11  | 5 Cheshvan<br>Columbus Day | 12         | 6 Cheshvan  | 13  | 7 Cheshvan                        |
| 14  | 8 Cheshvan  | 15  | 9 Cheshvan                 | 16         | 10 Cheshvan | 17  | 11 Cheshvan                       |
| 18  | 12 Cheshvan   | 19  | 13 Cheshvan                | 20         | 14 Cheshvan | 21  | 15 Cheshvan                       |
| 22  | 16 Cheshvan   | 23  | 17 Cheshvan                | 24         | 18 Cheshvan | 25  | 19 Cheshvan                       |
| 26  | 20 Cheshvan   | 27  | 21 Cheshvan                | 28         | 22 Cheshvan | 29  | 23 Cheshvan                       |
| 30  | 24 Cheshvan<br>Blessing of the New Month<br><b>Chayei Sarah</b>                     | 31  | 25 Cheshvan                |            |             |   |                                   |

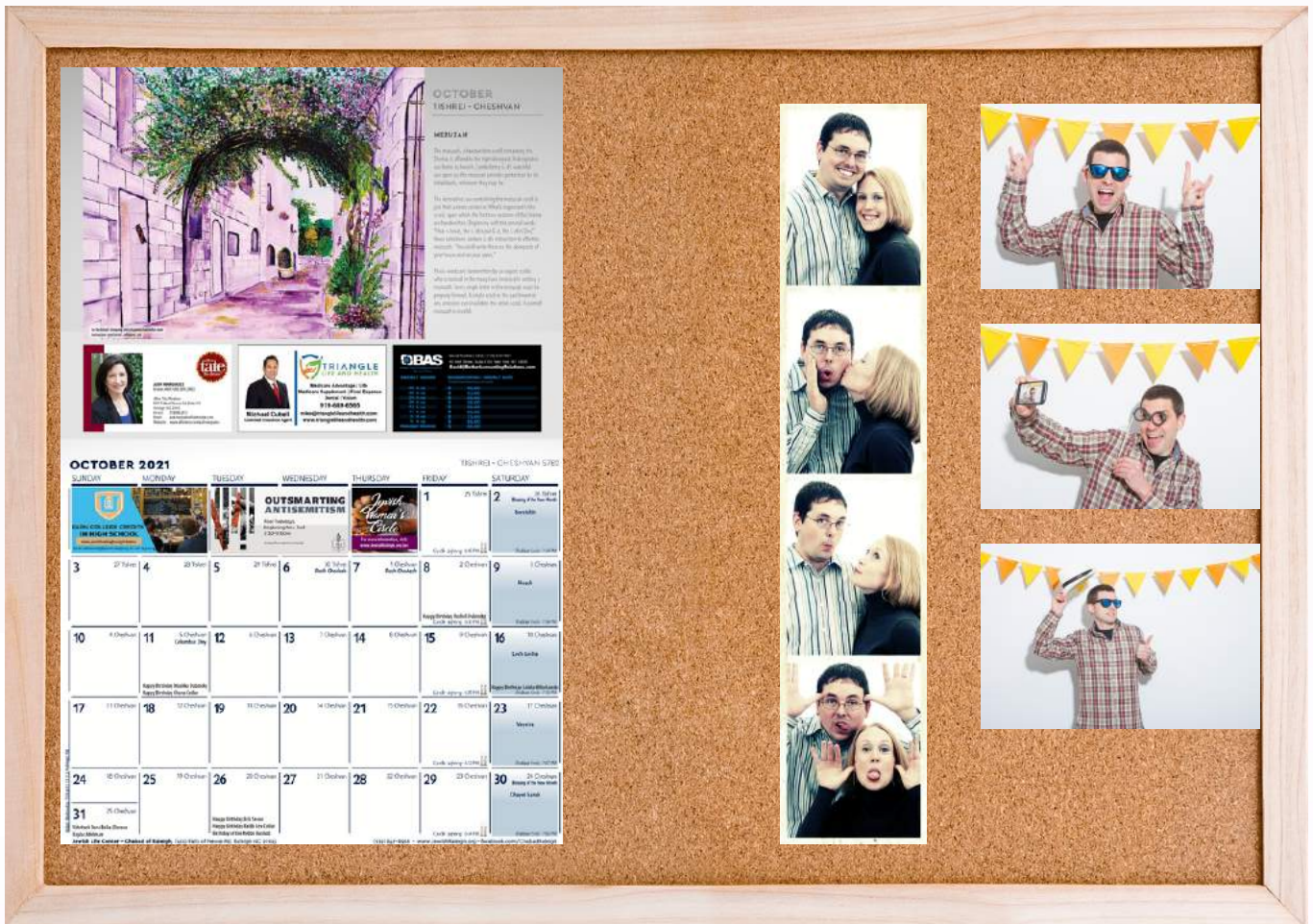
Happy Birthday: Rachel Dubinsky, Moshka Dubinsky, Chana Cantor, Erika Secan, Rabbi Lev Cantor, Rebbe Rachab, Dora Belle (Devora) Bayal Adelman.



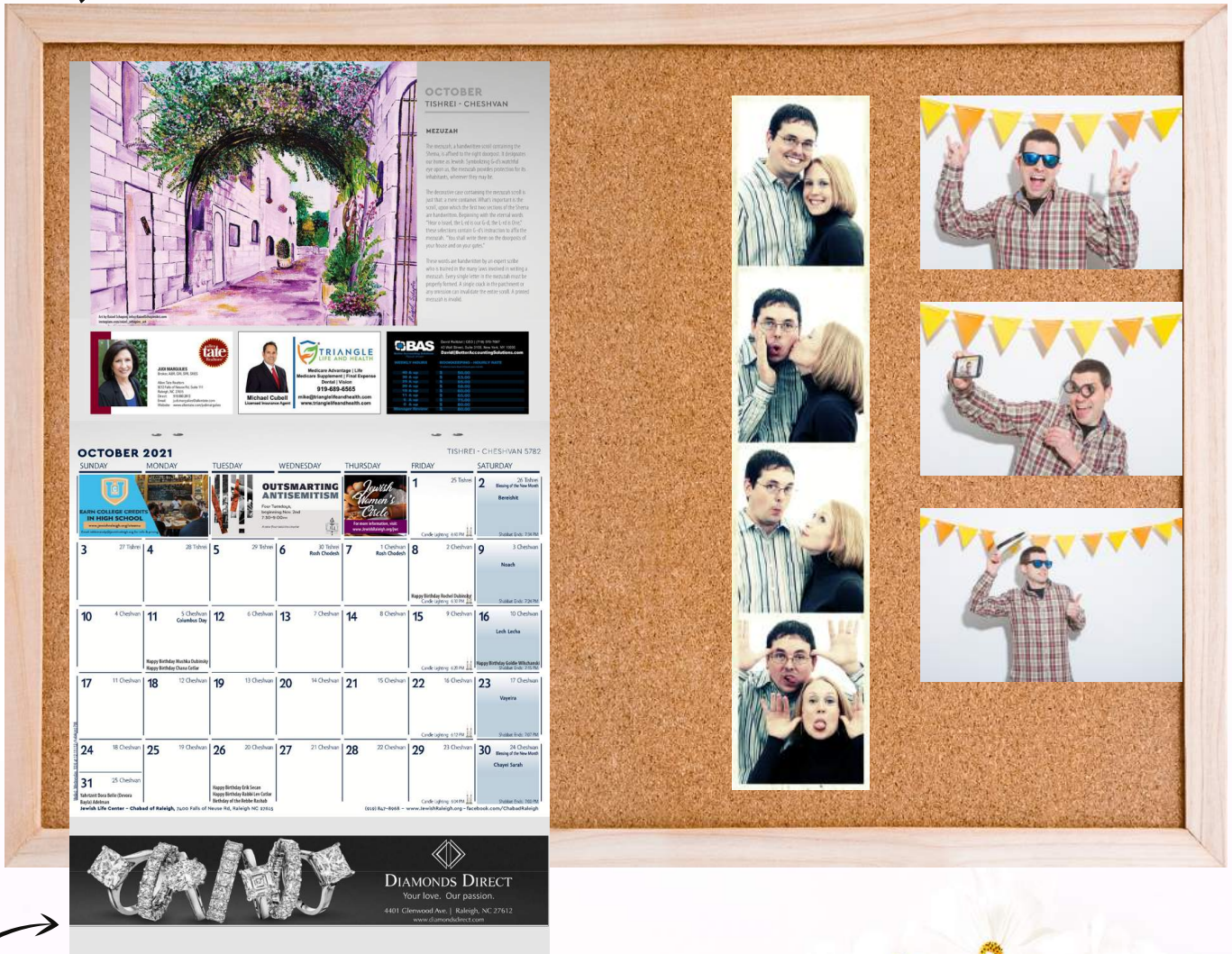


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# Current Calendar Look



# Proposed Calendar Look



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**Price: \$180 / Week**

**Current weekly newsletter  
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**Click to open rate of weekly email  
averages around 50%**



**Current weekly newsletter subscriber count  
average growth per month: + 25**

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- Add \$125 to a box ad
- Add \$100 to a business card ad
- Add \$75 to a double card space ad
- Add \$50 to a whole width space ad



Our weekly newsletter is a huge hit, all types of people read it. They can know about you!



Tell people about your business without them just scrolling by.



**Digital advertisement includes a graphic, blurb about the company & direct link to your website.**