



2023 CORPORATE PARTNERSHIP & ADVERTISING PACKAGE

Jewish Federation | Jewish Community Center | Jewish Family Service | Jewish Foundation

Dell Jewish Community Campus
7300 Hart Lane | Austin, TX 78731

Shana Creeger, Development Director
corporatepartnerships@shalomaustin.org | (512) 965-1366

WHO WE ARE

Mission

The mission of Shalom Austin is to enhance the quality of Jewish life in the greater Austin area and around the world through philanthropy, education, social service, culture, spirituality and total wellness.

We provide leadership, financial support, services, facilities and connections with people and Jewish organizations throughout Austin, Israel and the world.

We are the convener of Judaism in Central Texas, connecting people and organizations with shared culture and life experiences.

We empower people and organizations that make a difference in our Jewish community through leadership development, volunteer opportunities and philanthropic involvement.

We positively impact people's lives through the services and facilities we offer.

Why Partner with Shalom Austin

- To **connect** with the Jewish community and those we serve
- To **support** and **grow** a business's visibility
- To **fulfill** organizational philanthropic goals
- To **engage** with a diverse network of businesses

Areas of Service and Support

- Community Building
- Families and Children
- Financial Assistance
- Health + Wellness
- Jewish Culture and Education
- Leadership Development
- Mental Health
- Senior Adults
- Women's Philanthropy
- Young Adults



OUR REACH

SHALOM AUSTIN IS THE HUB OF JEWISH LIFE IN AUSTIN AND CENTRAL TEXAS, ONE OF THE FASTEST GROWING JEWISH COMMUNITIES IN THE U.S.

An estimated 30,000 Jewish individuals and families live in Greater Austin today, more than double the number 20 years ago, and even more are relocating to Austin each year including young adults, young families, empty nesters and retirees.

Shalom Austin corporate partnerships offer unique marketing opportunities to reach thousands of potential customers.

- **Reach this highly educated and affluent market.**
- **Target your marketing** to individual (or multiple) programs and services tied to specific interest areas and demographic groups.
- **Enhance your visibility** among existing clients and reach new clients while raising awareness about your business.
- **Be recognized as a socially responsible enterprise** and distinguish yourself as a philanthropic leader. Your partnership with Shalom Austin will help support, sustain and expand our events, services and program offerings.



10,000

emails receive Shalom Austin e-newsletters



2,400+

followers on Shalom Austin Instagram



6,800+

followers on Shalom Austin Facebook page



7,000

print circulation

PACKAGE LEVELS AND BENEFITS

Business partners are integral in supporting and underwriting the critical services and programs that Shalom Austin provides to the community. By partnering with Shalom Austin, your business will be recognized for its commitment to impacting the lives of thousands in the Greater Austin area and beyond.

All partnership packages and options are customized and can be designed and tailored to meet your needs, business goals, budget and marketing plans.

Corporate partners receive benefits such as:

- Recognition on event and program print & digital marketing materials
- Opportunities to join special events
- Inclusion in Shalom Austin Impact Report
- Print & Digital Advertising Opportunities
- Digital campus displays
- Speaking engagements
- Brand awareness on campus facilities and leagues
- Verbal, print & digital recognition

PLATINUM | \$20,000

GOLD | \$10,000

SILVER | \$5,000

PUBLICATION ADVERTISING

THANK YOU TO OUR PAST & CURRENT CORPORATE PARTNERS



PACKAGE LEVELS AND BENEFITS

2023 CORPORATE PARTNERSHIP LEVELS AND BENEFITS *EXAMPLE*

BENEFITS OFFERED	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000
SPONSORSHIP			
Annual Sponsor for [Specific] Program Area	✓		
Sponsor for 2023 Event	Two Signature Events	One Signature Event	One Signature Event
Verbal recognition at event	✓		
Logo recognition in targeted and community-wide marketing leading up to	✓	✓	✓
Recognition at Annual Meeting	✓	✓	✓
Recognition on Corporate Partnership page of Shalom Austin's website	✓	✓	✓
Recognition in Shalom Austin's Impact Report (distributed Spring 2024)	✓	✓	✓
ADVERTISING			
Ad in The Jewish Outlook – Shalom Austin's quarterly community newspaper – reaching more than 7,000 homes and businesses	Full Page - 4 editions \$3,400 value	1/2 Page - 4 editions \$1,792 value	1/2 Page - 2 editions \$896 value
Ad in the 2023 Jewish Austin magazine, Shalom Austin's annual guide for current residents and newcomers to Austin	Full Page \$1,459 value	Full Page \$1,459 value	1/2 Page \$816 value
Ad placement in bi-weekly eNews as a "Featured Partner" in a highly visible location between news and events	6 months (12 total emails) \$3,000 value	3 months (6 total emails) \$1,500 value	1 month (2 total emails) \$500 value

SPONSOR AN EVENT!

Event sponsorships enable businesses to get in front of our community through branded visibility, physical attendance or speaking engagements. At Shalom Austin we offer a variety of community and targeted events that bring individuals and families together, including some of the most influential businesspeople in Austin.



MOSAIC

Women's Philanthropy Mosaic Luncheon connects hundreds of compassionate women of the Greater Austin community for a lunch event of networking, sharing, learning and giving.



Splash And Serve

A fun filled day with hundreds of JCC members splashing around the new Rochelle and Stanley Ferdman Family Aquatic Center or acing it at the new Hurt Family Tennis Center.



Adults 60+ Luncheons

Shalom Austin's Adult 60+ Programming hosts festive Jewish Holiday events celebrating Passover, Rosh Hashanah and Hanukkah, averaging over 100 in attendance at each.



Young Adult Division (YAD) Signature Events

Connects Jewish professionals in their 20s and 30s through events such as Mazel Ball, Apples 'n Honey, Jewish & Newish and Meet the Macher.



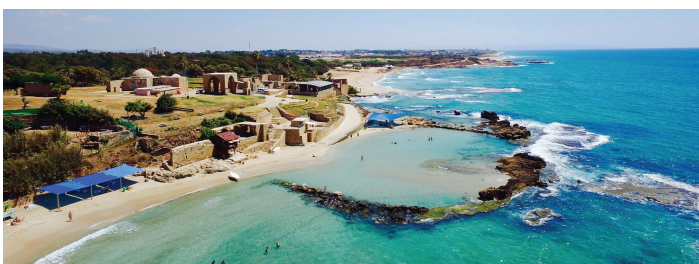
Holidays

Seasonal events connect the community in celebration, ritual, education and commemoration for holidays such as Yom HaAtzmaut, Yom HaZikaron, Sukkot, Hanukkah and more.



Family Fun Day

This annual event at the Dell Jewish Community Campus raises critical funds to support the Shalom Austin Early Childhood Program preschool. Over 200 ECP parents attend.



Travel to Israel

Travel strengthens the global Jewish family through ongoing educational, humanitarian and community-building activities. In exploring the world together, we create a connection right here in Austin, and with Jewish people everywhere.

SPONSOR A PROGRAM AREA!

We support a diverse portfolio of programs ranging from educational to health and fitness for all ages and stages of life. We encourage you to find an area that aligns with your organization's values.



Aquatics

The Rochelle & Stanley Ferdman Family Aquatic Center offers a variety of swim programs including Piranhas swim team (400+ participants age 5-17).

Health & Wellness

Wide variety of popular youth and adult sports leagues, fitness classes and more for JCC members.

Tennis

The Hurt Family Tennis Center features year round adult and youth tennis and pickleball programs including lessons, clinics, camps and leagues.



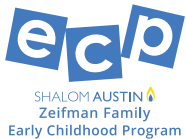
Jewish Family Service

The social services branch of Shalom Austin providing counseling, case management, volunteer engagement, emergency financial assistance, food pantry and community building.



Jewish Foundation

Access to a growing group of dedicated, strategically-minded philanthropists through fundholder appreciation events, parlor meetings, and more.



Early Childhood Program

Austin's leading Jewish preschool serves infants through Pre-K, plus parents and grandparents, with current enrollment of 270 students.



JCamps

The ultimate day camp experience for Kindergarten to 10th graders, serving over 400 campers and their families each summer.



Shalom Families

Social group offering programs, activities, and events for parents with young children in Greater Austin.



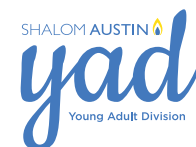
Adult Programming 60+

Provides 200 programs to over 2100 adults focused on social, spiritual, cultural, and wellness offerings. Adult Programs works closely with all areas of Shalom Austin to ensure that our Senior offerings are as integrated and robust as possible.



Women's Philanthropy

Events and programming to educate, empower and engage women of all generations to strengthen and serve the community.



Young Adult Division

Austin's networking hub for Jewish professionals in their 20s and 30s offering social events, service projects and leadership development.

PUBLICATIONS

Shalom Austin publishes four issues of **The Jewish Outlook** per year, the annual **Jewish Austin** magazine and an online blog.

With a loyal readership and distribution of 7,000, mailed to homes and strategically placed in newspaper racks around Greater Austin, Shalom Austin publications are enjoyed by members, newcomers and the broader community alike.

The Jewish Outlook is the only Jewish newspaper in Austin providing local, national and international news of interest to the Austin Jewish community, serving this growing population for over 30 years.

Jewish Austin is a popular community magazine providing a comprehensive guide to the local Jewish community in Austin and Central Texas – for current residents, newcomers and those considering a move to the area. Now with two special sections for older adults and for *simchas* (celebrations).

eNews is a bi-weekly email to the entire Jewish community highlighting happenings and events, including an editorial from Rabbi Daniel A. Septimus, CEO of Shalom Austin.

The newspaper, magazine and special advertising sections are accessible online via interactive PDF and blog at thejewishoutlook.com.



THE JEWISH OUTLOOK eNEWS

Bi-Weekly email to the entire Jewish community.

- \$250/week
- 10K unique emails
- Square-style ad; 1000px x 1000px
- A more frequent advertising opportunity

SPONSORED HOLIDAY GUIDE

Community-wide email and social media promotion for your business during the holidays.

- \$360 for each holiday ad
- 1 community-wide email (10,000+ emails)
- 1 social media post (3,000+ followers)
- Shalom Austin website listing

Guides:

- Passover (April)
- High Holy Days (September)
- Hanukkah (December)

PRINT PUBLICATION SCHEDULE

The Jewish Outlook

- March
- July
- September
- December

Jewish Austin

- September

AD RATES

See chart below for rates, based on issues published per year. All ads are color. Nonprofits receive 25% off 1x print rates.

Number of Issues	4x	3x	2x	1x	Magazine with annual newspaper contract	Magazine non-contract
Full page	\$700	\$750	\$800	\$850	\$1,325	\$1,459
3/4 page	\$525	\$563	\$600	\$638	\$1,023	\$1,124
2/3 page	\$467	\$501	\$534	\$567	\$918	\$1,007
1/2 page	\$369	\$395	\$422	\$448	\$746	\$816
1/3 page	\$247	\$265	\$283	\$300	\$540	\$587
1/4 page	\$188	\$201	\$215	\$228	\$441	\$477
1/6 page	\$126	\$135	\$144	\$153	\$334	\$358
1/8 page	\$97	\$104	\$111	\$118	\$285	\$304
Double business card	\$98	\$105	\$112	\$119	-	-
Business card	\$66	\$71	\$75	\$80	\$233	\$247

ADDITIONAL PRINT PLACEMENT & SUPPLEMENT OPTIONS

PREMIUM PLACEMENTS NEWSPAPER

Annual Contract only, price per issue

Inside Front Cover Ad

10" wide x 2.3" height: \$275

Back Cover

full page: \$1,000

Top Calendar page

4.625" wide x 1.5" height: \$95

Bottom Calendar page

10" wide x 1.425" height: \$200

Mazel Tov! page

1/3: 10" wide x 3.175" height: \$300

1/4: 10" wide x 2.3" height: \$280

1/6: 10" wide x 1.425" height: \$220

Crossword Puzzle

10" wide x 2.3" height: \$250

MAGAZINE

Annual Contract/Non-Contract

Back Cover

full page: \$1,535/\$1,706

Inside Front Cover or Inside Back Cover

full page: \$1,488/\$1,654

Index/Listings page

2/3, 2-column ad with bleed: \$992/\$1,102

Index/Contents page

1/3, 1-column ad with bleed: \$609/\$677

SPECIAL ADVERTISING SECTIONS & SUPPLEMENTS NEWSPAPER

MARCH

Passover

Section highlighting Passover celebrations, events, and offerings.

Summer Camp Guide*

Center supplement dedicated to promoting summer camps; includes editorial articles to offer further explanations of associated camps.

Editorial & Ad Space Due: January 24, 2023

Editorial & Ad Due: January 30, 2023

General

Ad Space Due: February 1, 2023

Ad Due: February 10, 2023

JULY

Back to School*

Center supplement dedicated to promoting school programs and school related ads; includes editorial articles to offer further explanations of associated schools.

Editorial & Ad Space: May 23, 2023

Editorial & Ad Due: May 30, 2023

General

Ad Space Due: June 1, 2023

Ad Due: June 9, 2023

SEPTEMBER

High Holidays

Section dedicated to promoting High Holiday celebrations, events and offerings.

General

Ad Space Due: August 1, 2023

Ad Due: August 10, 2023

DECEMBER

Hanukkah

Section dedicated to promoting Hanukkah celebrations, events, and offerings.

General

Ad Space Due: November 1, 2023

Ad Due: November 10, 2023

Women in Business*

Center supplement offering the opportunity to spotlight the great work women are accomplishing at your workplace.

Editorial Space: October 24, 2023

Editorial Due: October 31, 2023

Advertorial with photo:

1/2 page \$235

Full page \$460

*Half page and larger receives free editorial

1/2 page: 300-500 words

2/3 page: 600-700 words

3/4 page: 700-800 words

full page: 900-1200 words

MAGAZINE *(available in special sections only)*

REACH: Adults 60+

Editorial & Ad Space: July 5, 2023

Editorial & Ad Due: July 12, 2023

**Free editorial with full page ad*

SIMCHA Austin

Editorial & Ad Space: July 5, 2023

Editorial & Ad Due: July 12, 2023

**Free editorial with full page ad*

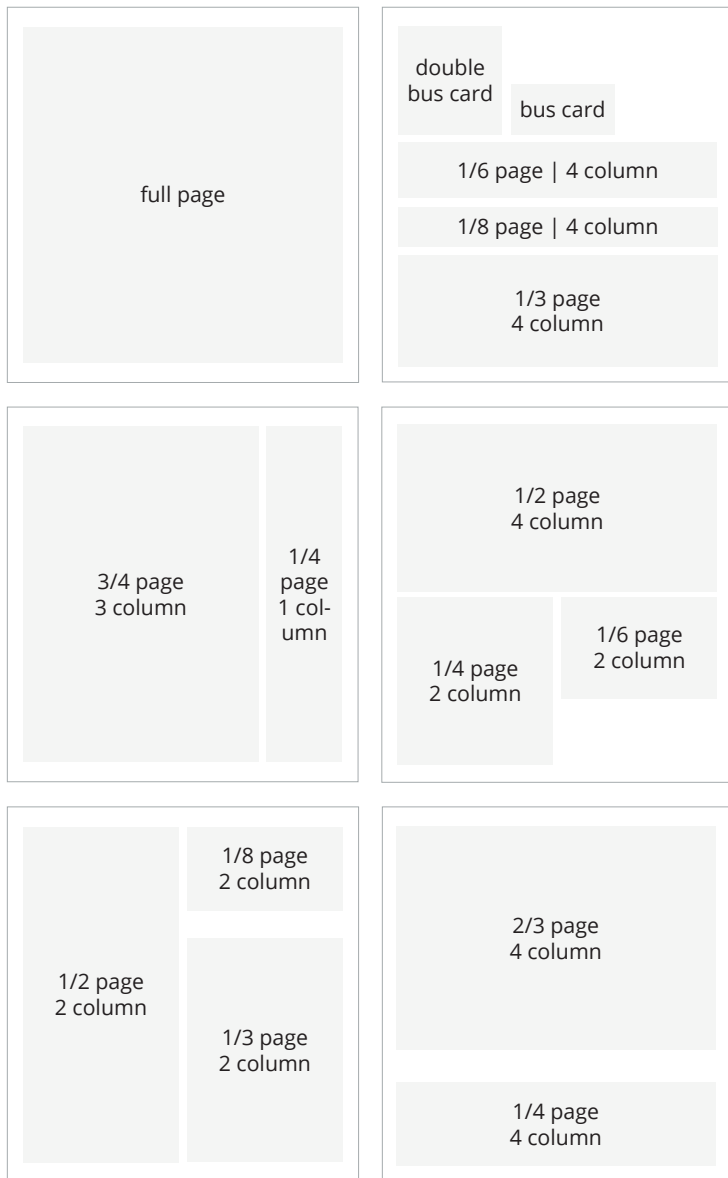
Word Count for Free Editorial

full page: 540-720 words



THE JEWISH OUTLOOK NEWSPAPER

NEWSPAPER AD SIZES



FULL PAGE

10" wide x 10" height

3/4 PAGE

3-column – 7.375" wide x 10" height

2/3 PAGE

4-column – 10" wide x 6.675" height

1/2 PAGE

4-column – 10" wide x 4.925" height

2-column – 4.875" wide x 10" height

1/3 PAGE

4-column – 10" wide x 3.175" height

2-column – 4.875" wide x 6.675" height

1/4 PAGE

4-column – 10" wide x 2.3" height

2-column – 4.875" wide x 4.925" height

1-column – 2.375" wide x 10" height

1/6 PAGE

4-column – 10" wide x 1.425" height

2-column – 4.875" wide x 3.175" height

1/8 PAGE

4-column – 10" wide x .925" height

2-column – 4.875" wide x 2.3" height

DOUBLE BUSINESS CARD

3.25" wide x 3.415" height

BUSINESS CARD

3.25" wide x 1.6" height

NEWSPAPER DEADLINES

March

Ad Space Reservations Due: February 1, 2023

Ad Due: February 10, 2023

September

Ad Space Reservations Due: August 1, 2023

Ad Due: August 10, 2023

July

Ad Space Reservations Due: June 1, 2023

Ad Due: June 9, 2023

December

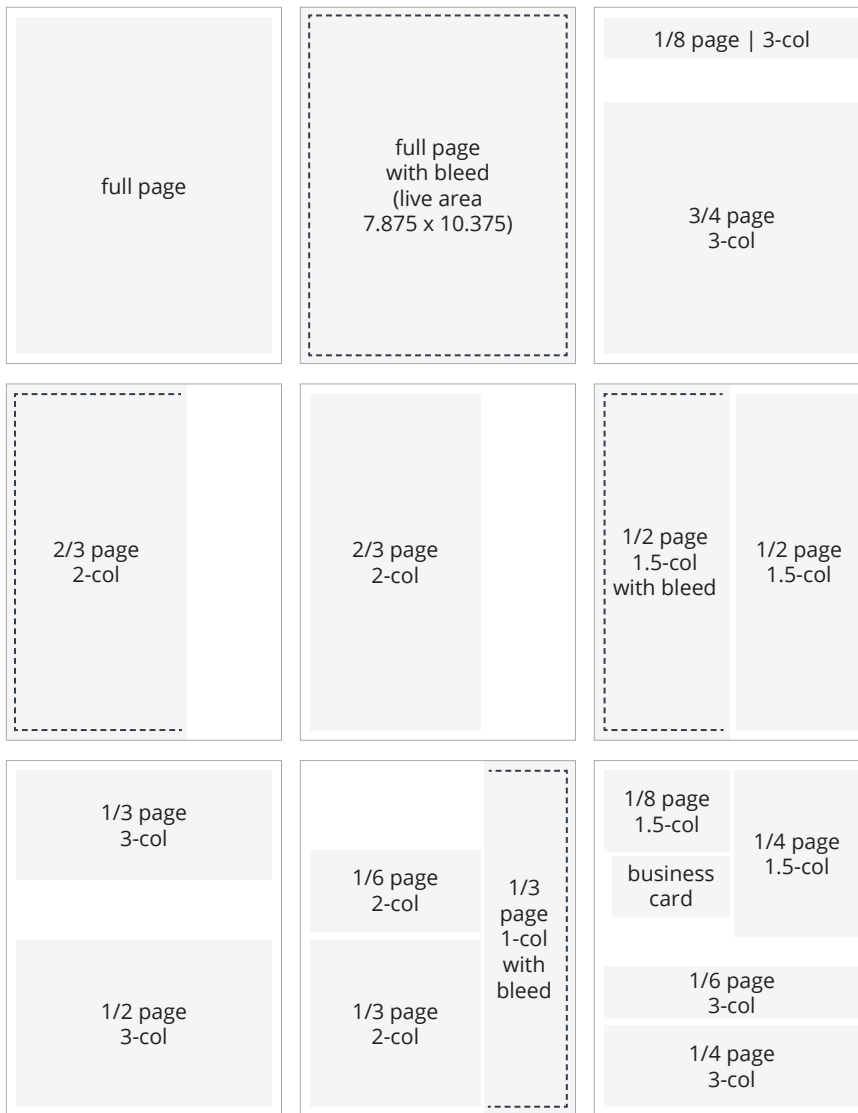
Ad Space Reservations Due: November 1, 2023

Ad Due: November 10, 2023

*Please refer to SPECIAL ADVERTISING SECTIONS AND SUPPLEMENTS on the previous page for specific deadlines.
See ad specs and technical information on page 11.*

JEWISH AUSTIN MAGAZINE

MAGAZINE AD SIZES



ALL SIZES WIDTH X HEIGHT FULL PAGE

7.875" x 10.375"

w/ bleed – 8.875" x 11.375"

safe zone: 7.875" x 10.375"

3/4 PAGE

3-column – 7.875" x 7.75"

2/3 PAGE

2-column – 5.25" x 10.375"

2-column w/ bleed – 5.363 in" x 10.875"

+ 1/2" bleed on all sides

1/2 PAGE

3-column – 7.875" x 5.125"

1 1/2-column – 3.875" x 10.375"

1 1/2-column w/ bleed –

4.125" x 10.875"

+ 1/2" bleed on all sides

1/3 PAGE

3-column – 7.875" x 3.375"

2-column – 5.25" x 5.125"

1-column w/ bleed – 2.9761" x 10.875"

+ 1/2" bleed on all sides

1/4 PAGE

3-column – 7.875" x 2.5"

1 1/2-column – 3.875" x 5.125"

1/6 PAGE

3-column – 7.875" x 1.625"

2-column – 5.25" x 2.5"

1/8 PAGE

3-column – 7.875" x 1.25"

1 1/2-column – 3.875" x 2.5"

BUSINESS CARD

3.625" x 1.875"

ADS WITH BLEEDS

Please keep your text in the safe zone (1/2" minimum in from the edge) so that there's no chance to be cut off.

There should be at least 1/2" between the text area and the edge of the page PLUS 1/2" bleed off the page.

Bleed templates available by request.

DEADLINES

Magazine

Ad Space Reservations Due: July 5, 2023

Ad Due: July 23, 2023



ADDITIONAL INFORMATION

AD SPECS AND REQUIREMENTS

- Ads must meet size requirements on the rate sheet.
- Borders are required, except bleed ads.
- Do not include margins, crop marks or registration marks.
- Turn off color management.
- Ads should be submitted by email as a PDF (at 300 dpi/high resolution, with all fonts embedded).
- All color ads and artwork must be submitted as CMYK (not RGB).
- All black-and-white ads must be submitted as grayscale.
- All ads and insertions are subject to publisher approval.
- Do not use text or color type under 10 points.

AD DESIGN CHARGES

- Graphic design services for ads may be available. Please consult with the Corporate Partnership Coordinator for details, if interested.
- Flat rate: \$60
- Full-page ads and campus banners: \$75

ADDITIONAL INFORMATION

- You may choose more than one ad size for an annual contract at the discounted rate.
- Along with your paid advertisement you will be included in the e-edition of the magazine at no additional cost, allowing readers to easily flip through all pages online via interactive PDF which will remain available in the archives long after publication.
- The Jewish Outlook reserves the right to refuse advertising that could be perceived as inappropriate for its readers.
- The Jewish Outlook is currently not accepting political advertising.
- Ads that are incorrectly provided in dimensions other than what was reserved are subject to ad design charges for resizing.
- Publications are guaranteed to be delivered by mail and/or digitally by the 1st of the publication month

PAYMENT DETAILS

- Please note that credit card transactions will incur a 3% processing fee
- You can now pay your invoice online at shalomaustin.org/paymyinvoice.

Please check the box to cover the transaction fees.

- Otherwise, a check can be sent to the address below:

Shalom Austin
Attn: The Jewish Outlook
7300 Hart Lane
Austin, TX 78731

- Payments are due within 30 days of the invoice date.



**PAY YOUR
INVOICE**

