



2021 CORPORATE PARTNERSHIP PACKAGES

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

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

Shana Creeger, Corporate Partnership Director
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PACKAGE LEVELS AND BENEFITS

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 like:

- Recognition on marketing collateral for programs and events, including print, online, wearables and giveaways
- Select opportunities to table at special events
- Inclusion in Shalom Austin Impact Report
- Event tickets
- Special advertising opportunities

PLATINUM | \$20,000

GOLD | \$10,000

SILVER | \$5,000

BRONZE | \$2,500

PUBLICATION ADVERTISING

SIGNATURE EVENTS - ONLINE



ANNUAL MEETING

Shalom Austin's annual community gathering to elect new at-large directors, recognize community service and address key initiatives.



ANNUAL FUNDRAISING EVENT

Shalom Austin's premier fundraising event of the year brings community members together on one night to celebrate and build connections, share impact and spark the light of giving.

COMMUNITY EVENTS - ONLINE



KULANU

A havdallah and concert series for the Jewish community to come together in prayer, song, inspiration and togetherness. More than 5,000 participants have attended and viewed first 5 events.



HOLIDAYS

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



LITERARY SERIES

A diverse assortment of literary events with brilliant authors covering a wide variety of topics and interests.

PROGRAM AREAS



ADULT PROGRAMMING 60+

Social, cultural and educational activities for more than 300 older adults.



AQUATICS (available summer 2021)

Sponsor the Piranhas swim team with 400+ participants ages 5-17 for the summer. Or, be part of our other swim programs.



EARLY CHILDHOOD PROGRAM

Austin's leading Jewish pre-school serves infants through pre-k, plus parents and grandparents.



JCAMPS

The ultimate day camp experience for toddlers to 10th graders serving over 215 campers.



JEWISH FAMILY SERVICE

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



JEWISH FOUNDATION

Hosts parlor meetings, financial advisor events and offers charitable investment opportunities for dedicated philanthropists.



MEN'S PROGRAMMING

Events that connect Jewish men in Austin for networking, philanthropy and engagement.



SHALOM FAMILIES

This social group offers programs, activities and events for parents with young children in Austin and surrounding areas.



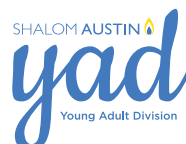
SPORTS & FITNESS

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



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.



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 interests and demographic groups.
- **Enhance your visibility** among existing clients and reach new clients while raising awareness about your services.
- **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.

7300 Hart Lane | Austin, TX 78731
(512) 735-8000 | shalomaustin.org

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 Jewish community 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).

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

Please see the Media Kit for advertising rates.



11,000

emails receive
Shalom Austin
e-newsletters



2,860+

followers on
Shalom Austin
Facebook page



650+

followers on
Shalom Austin
Instagram



7,000

print
circulation

MEDIA KIT — RATES FOR ADVERTISING

AD 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

eNews

Bi-Weekly eNews email to the
entire Jewish community.

- \$250/week

PUBLICATION SCHEDULE

The Jewish Outlook

- March
- July
- September
- December

Jewish Austin

- September

All ads are color.

Nonprofits receive 25% off rates.

Credit card transactions will incur a 3% processing fee.

See Premium Placement below for additional rates.

PREMIUM PLACEMENT

NEWSPAPER *Annual Contract Only*

First 10 pages

add \$100 to total

Inside Front Cover Ad

10" wide x 2.3" tall: \$275

Back Cover

full page: \$1,000

Top Calendar page

4.625" wide x 1.5" tall: \$95

Bottom Calendar page

10" wide x 1.425" tall: \$200

Mazel Tov! page

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

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

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

Kids Crossword Puzzle

10" wide x 2.3" tall: \$250

Adult Crossword Puzzle

10" wide x 2.3" tall: \$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

Page 3

full page: \$1,441/\$1,601

Page 5, 7 or 9

full page: \$1,394/\$1,549

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

THE JEWISH OUTLOOK NEWSPAPER

SPECIAL ADVERTISING SECTIONS

MARCH

- **Passover**
- **Summer Camp Guide (center section)**

Editorial & Ad Space: Feb. 1, 2021

Editorial & Ad Due: Feb. 8, 2021

**Free editorial with half or full page ad*

JULY

Back to School (center section)

Editorial & Ad Space: May 31, 2021

Editorial & Ad Due: June 7, 2021

**Free editorial with half or full page ad*

***Word Count for Free Editorial**

full page: 900-1200 words

1/2 page: 400-650 words

SEPTEMBER

High Holidays

DECEMBER

- **Hanukkah**
- **Women in Business (center section)**

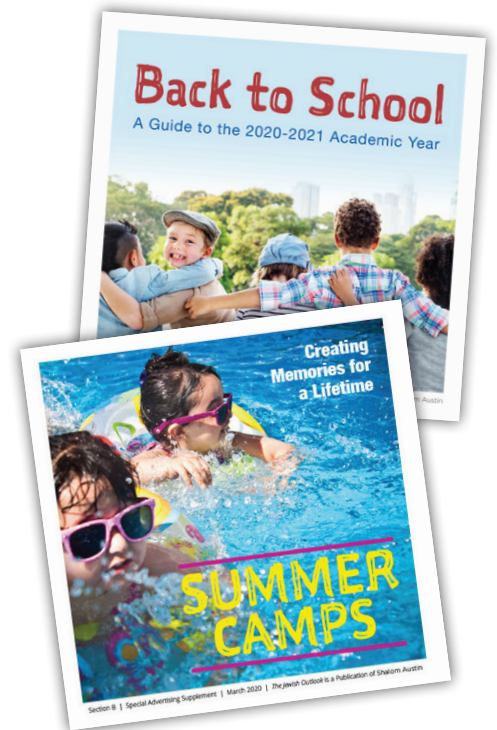
Editorial Space: Nov. 1, 2021

Editorial Due: Nov. 8, 2021

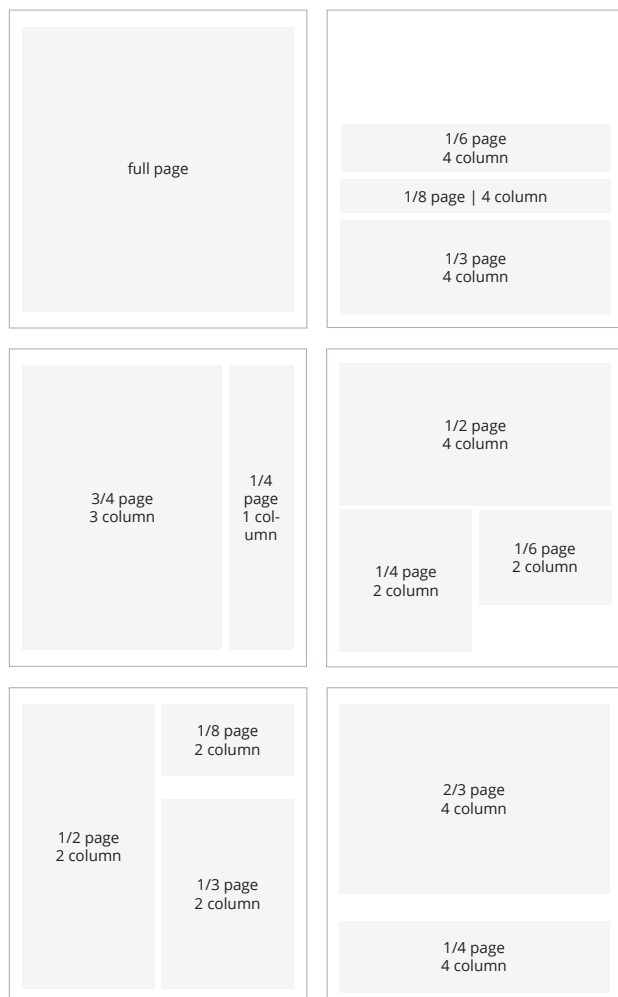
Advertorial with photo;

1/2 page \$235; Full page \$460

(Add \$25 for non-contract)



NEWSPAPER AD SIZES



FULL PAGE

10" wide x 10" tall

3/4 PAGE

3-column – 7.375" wide x 10" tall

2/3 PAGE

4-column – 10" wide x 6.675" tall

1/2 PAGE

4-column – 10" wide x 4.925" tall

2-column – 4.875" wide x 10" tall

1/3 PAGE

4-column – 10" wide x 3.175" tall

2-column – 4.875" wide x 6.675" tall

1/4 PAGE

4-column – 10" wide x 2.3" tall

2-column – 4.875" wide x 4.925" tall

1-column – 2.375" wide x 10" tall

1/6 PAGE

4-column – 10" wide x 1.425" tall

2-column – 4.875" wide x 3.175" tall

1/8 PAGE

4-column – 10" wide x .925" tall

2-column – 4.875" wide x 2.3" tall

DOUBLE BUSINESS CARD

3.25" wide x 3.415" tall

BUSINESS CARD

3.25" wide x 1.6" tall

JEWISH AUSTIN MAGAZINE

SPECIAL ADVERTISING SECTIONS

REACH: Adults 60+

Editorial & Ad Space: July 5, 2021

Editorial & Ad Due: July 12, 2021

**Free editorial with full page ad*

SIMCHA Austin

Editorial & Ad Space: July 5, 2021

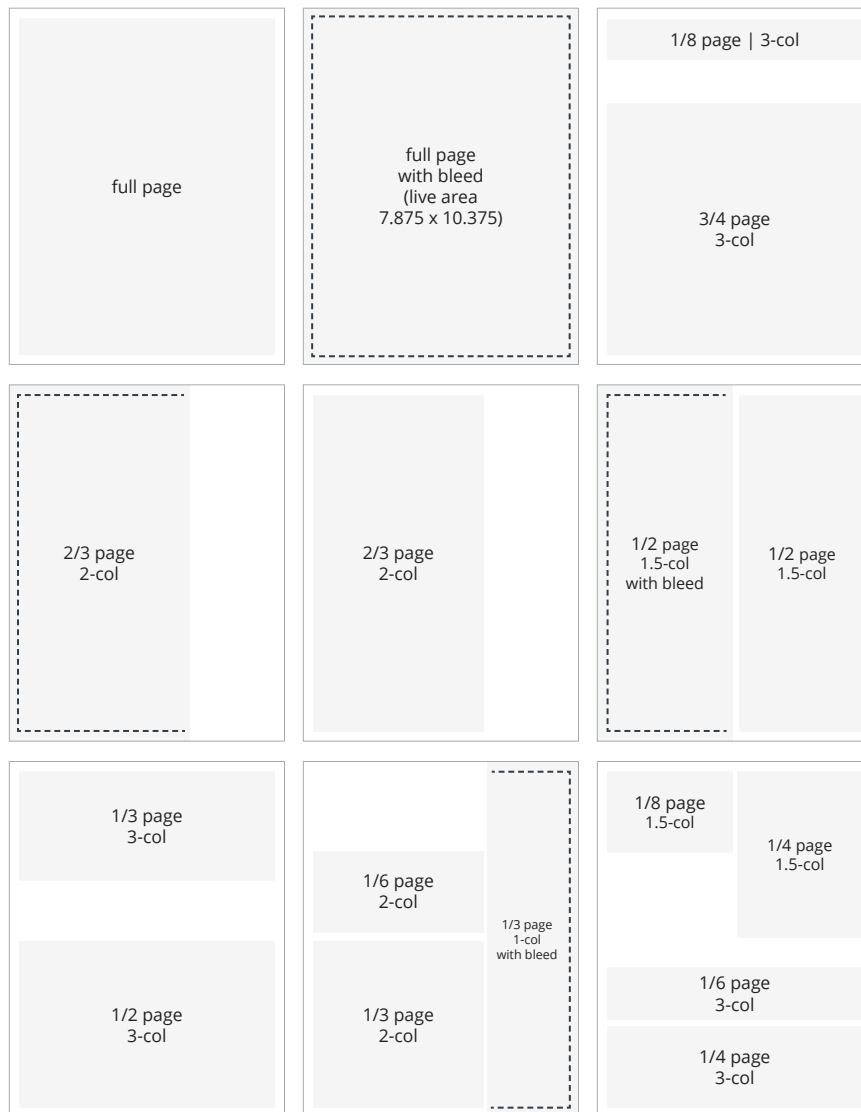
Editorial & Ad Due: July 12, 2021

**Free editorial with full page ad*

Word Count for Free Editorial

full page: 540-720 words

MAGAZINE AD SIZES



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.



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"

ADDITIONAL INFORMATION

DEADLINES

Newspaper

Space reservations for ad placement must be made directly with the advertising manager by the **10th** of the month preceding publication. All ad PDFs are due by the **15th** of the month preceding publication. Should the 10th or 15th of the month fall on a weekend or holiday, deadlines move back to the Friday or last business day before the weekend or holiday.

Please refer to Special Advertising Sections for specific deadlines.

Magazine

Ad Space Reservations Due: July 5, 2021

Ad Due: July 12, 2021

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, 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.

ADDITIONAL INFORMATION

- You may choose more than one ad size for an annual contract at the discounted rate.
- Along with your paid advertisement, at no additional cost, you will be included in the e-edition of the magazine, allowing readers to easily flip through all pages online via an 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.
- Graphic design services for ads may be available for an additional fee. Please consult with the Corporate Partnership Director for details, if interested.