



# 2024 CORPORATE PARTNERSHIP & ADVERTISING PACKAGE

Jewish Federation | Jewish Community Center | Jewish Family Service | Jewish Foundation  
Dell Jewish Community Campus | 7300 Hart Lane | Austin, TX 78731

[corporatepartnerships@shalomaustin.org](mailto:corporatepartnerships@shalomaustin.org)



# 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 Jewish life** 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 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.



## 11,000 EMAILS

receive Shalom Austin e-newsletters



## 10,000 FOLLOWERS

on Shalom Austin Instagram



## 7,000 READERS

of our print circulations



# 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 CURRENT CORPORATE PARTNERS



# PACKAGE LEVELS AND BENEFITS

## 2024 CORPORATE PARTNERSHIP LEVELS AND BENEFITS *EXAMPLE*

BENEFITS OFFERED	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000
<b>SPONSORSHIP</b>			
Annual Sponsor for [Specific] Program Area	✓		
Sponsor for 2024 Community Event	IGNITE!	IGNITE!	IGNITE!
Verbal recognition at event	✓		
Logo recognition in targeted and community-wide marketing leading up to events	✓	✓	✓
Recognition at Annual Meeting	✓	✓	✓
Recognition on Corporate Partnership page of Shalom Austin's website	✓	✓	✓
Recognition in Shalom Austin's Impact Report (distributed Spring 2025)	✓	✓	✓
<b>ADVERTISING</b>			
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 2024 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-monthly 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
Digital Display. Ads run at 20 second intervals in rotation with other advertisers, 24/7, on 5 displays throughout Dell JCC	3 months (max continuous run) \$3,000 value	2 months \$2,000 value	

For additional information, and to build your custom package, please contact [corporatepartnerships@shalomaustin.org](mailto:corporatepartnerships@shalomaustin.org).



# SPONSOR AN EVENT!

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



## IGNITE!

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



## Splash And Serve

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



## Inspired Aging Luncheons

Programming for adults 60 and better. We host 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 JCC raises critical funds to support the Zeifman Family Early Childhood Program preschool. Over 200 ECP parents attend.





## 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).

### Early Childhood Program

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

### Health & Wellness

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

### Inspired Aging

Provides 200 programs to over 2,100 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.

### JCamps

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

### Jewish Family Service

The social services branch of Shalom Austin providing counseling, case management, volunteer engagement, 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.

### Shalom Families

activities, and events for parents with young children in Greater Austin.

### Tennis

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

### 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.

# OUR PUBLICATIONS

**Shalom Austin publishes four issues of The Jewish Outlook and one issue of Jewish Austin annually along with postings to our online blog.**

Our publications have a distribution of 7,000+ in the Greater Austin area

- Mailed to homes
- Strategically placed in newspaper racks

**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 and Central Texas. Also within are two special sections, REACH for adults 60 and better, and SIMCHA featuring celebrations.

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

View previous publications here: [thejewishoutlook.com](http://thejewishoutlook.com).

## eNEWS

**Bi-weekly email to the Jewish community.**

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

## SPONSORED HOLIDAY GUIDE

**Community-wide email and social media promotion for your business**

- \$360 for each holiday ad
- 1 community-wide email (11,000+ emails)
- 1 social media post (10,000+ followers)
- Shalom Austin website listing

**Guides** (Based on availability)

- Passover & Rosh Hashanah (April)
- High Holy Days (September)
- Hanukkah (December)

# ADDITIONAL INFORMATION

## MORE ADVERTISING PERKS

- Choose more than one ad size for an annual contract at the discounted rate.
- Paid advertisements are included in the e-edition of the publications at no additional cost

## AD DESIGN DETAILS & CHARGES

- Design services for ads may be available. Please email: [corporatepartnerships@shalomaustin.org](mailto:corporatepartnerships@shalomaustin.org)
- Flat rate: \$60, all sizes except full page
- Full-page ads: \$75

## THE FINE PRINT

- The Jewish Outlook reserves the right to refuse advertising that could be perceived as inappropriate.
- We do not accept political advertising.
- Incorrectly sized ads will be returned or will be subject to design charges for resizing.
- Publications deliver by mail and/or digitally on or before the 3rd day of the publication month.

## MAKING PAYMENT

- Credit card transactions incur a 3% processing fee
- Pay your invoice online at: **[shalomaustin.org/paymyinvoice](http://shalomaustin.org/paymyinvoice).**  
***Please check the box to cover the transaction fees.***
- Pay by check:

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**

# THE JEWISH OUTLOOK NEWSPAPER AD SIZES & SPECS

All sizes are width x height (no bleed)

## Full Square

10" x 10"

## 2/3 horizontal

10" x 6.675"

## 1/2 horizontal

10" x 4.875"

## 1/2 vertical

4.875" x 10"

## 1/3 horizontal

10" x 3.175"

## 1/3 vertical

4.875" x 6.675"

## 1/4 square

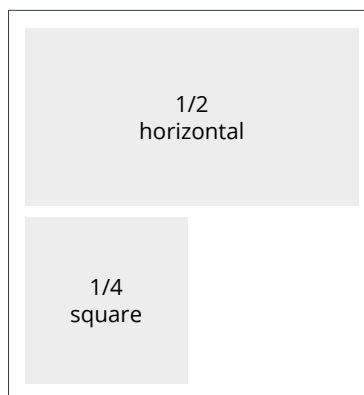
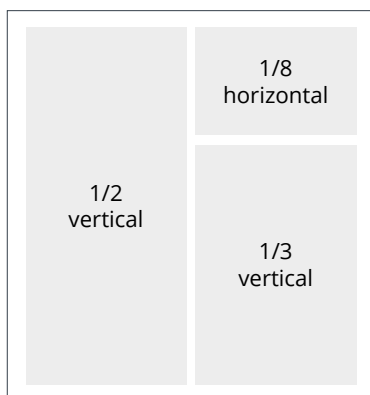
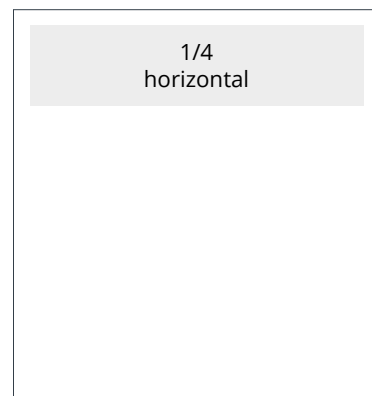
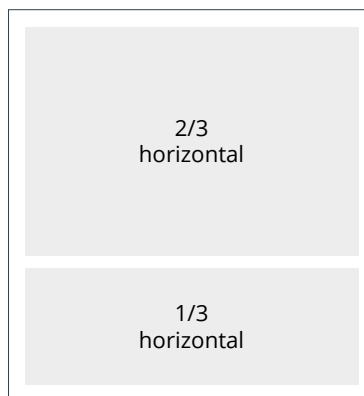
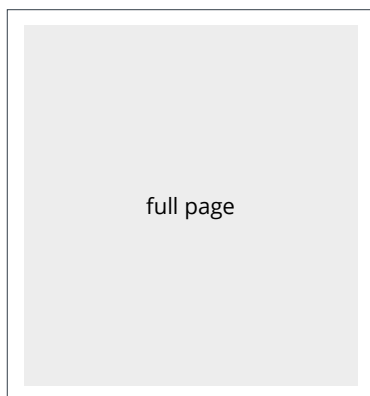
4.875" x 4.875"

## 1/4 horizontal

10" x 2.5"

## 1/8 horizontal

4.875" x 3.25"



## AD SPECS AND REQUIREMENTS

1. Minimum font size: 10 points.
2. Minimum font weight: regular / medium
3. Ads must have a visual border of color / image or an actual outline
4. Ads must be saved in **CMYK** color mode at **300 dpi**/high resolution as a **PDF**.
5. Submit logos in **vector** format, **CMYK**: File formats: AI, PDF, EPS, SVG
6. Submit ads by email to: corporatepartnerships@shalomaustin.org

*All ads are subject to publisher approval.*

## 2024 DEADLINES

### March Issue

Reserve by: February 1

**Ad Due: February 9**

### July Issue

Reserve by: June 1

**Ad Due: June 7**

### September Issue

Reserve by: August 1

**Ad Due: August 9**

### December Issue

Reserve by: November 1

**Ad Due: November 8**

## AD RATES

Based on issues per year. *Nonprofits receive 25% off 1x print rates.*

Number of Issues	4	3	2	1	Non profit
Full page	\$700	\$750	\$800	\$850	\$638
2/3	\$467	\$501	\$534	\$567	\$425
1/2	\$369	\$395	\$422	\$448	\$336
1/3	\$247	\$265	\$283	\$300	\$225
1/4	\$188	\$201	\$215	\$228	\$171
1/8	\$97	\$104	\$111	\$118	\$89

## PREMIUM PLACEMENTS

*Annual Contract only, price per issue. All measurements are width x height*

### Inside Front Cover Ad

1/4 horizontal

10" x 2.5": \$275

### Back Cover

full page

10" x 10": \$1,000

### Bottom

Calendar page

1/4 horizontal

10" x 2.5": \$200

### Crossword Puzzle

1/4 horizontal

10" x 2.5": \$250



# ADDITIONAL PLACEMENT OPTIONS

## MAIN PAPER NEWSPAPER SECTIONS & SUPPLEMENTS

### MARCH

#### Passover: Main Paper Section

Section highlighting Passover celebrations, events, and offerings.

#### Summer Camp Guide Supplement Section\*

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

Reserve by: February 1, 2024

**Artwork Due: February 9, 2024**

### JULY

#### Back to School Supplement Section\*

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

Reserve by: June 1, 2024

**Artwork Due: June 7, 2024**

### SEPTEMBER

#### High Holidays: Main Paper Section

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

Reserve by: August 1, 2024

**Artwork Due: August 9, 2024**

### DECEMBER

#### Hanukkah Main Paper Section

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

Reservations Due: November 1, 2024

**Artwork Due: November 8, 2024**

#### Women in Business Supplement Section\*\*

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

Reserve by: October 24, 2024

**Editorial Due: October 31, 2024**

*Advertorial with photo only, no ads:*

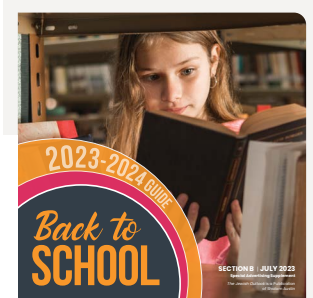
*1/2 page \$235*

*Full page \$460*

*\* Advertorials offered with half-page or larger ad space purchase.*

*\*\* Only half and full-page advertorials offered, no ads.*

## SUPPLEMENT SECTIONS



**Half-page ads and larger receive a complimentary advertorial, if desired.**

**Word count by size:** 1/2 page: min 350-450 max | 2/3 page: min 550-650 max

3/4 page: min 650-750 max | Full page: min 1050-1150 max

## DIGITAL DISPLAY OPPORTUNITIES

Dell JCC has 6 digital displays reaching 1,000+ unique persons daily. Each ad has 20 seconds of screen time in rotation with other advertisers, 24/7 for the month(s) of purchase. MAX continuous run: 3 months

**Measurements are width x height. Save ads in RGB color mode in JPG format. Both sizes are required.**

710px x 500px horizontal

535px x 711px vertical

**AD RATES** Nonprofits receive 25% off the one-month rate.

Run Time	3 months	2 months	1 month
Cost per month	\$900	\$950	\$1000
For Nonprofits	\$750	\$750	\$750

# JEWISH AUSTIN MAGAZINE AD SIZES & SPECS



Gray box represents ad size on the page  
Pink dotted line indicates copy safe zone within the ad

All sizes are width x height *and include a bleed area.*

**IMPORTANT:** Please follow copy safe area requirements in pink.

## Full Page

8.87 x 11.375"

copy safe zone: 7.4" x 9.9"

## 3/4 square

8.87" x 8.87"

copy safe zone: 7.4" x 7.4"

## 1/2 horizontal

8.87" x 5.5"

copy safe zone: 7.4" x 4"

## 2/3 square

5.5" x 5.5"

copy safe zone: 4.5" x 4.5"

## 1/3 horizontal

8.87" x 3"

copy safe zone: 7.4" x 1.5"

## 1/3 vertical

3.25" x 5.5"

copy safe zone: 1.87" x 4.1"

## AD REQUIREMENTS

- Must meet ad size and copy safe area requirements.
- Save in **CMYK** color mode at **300 dpi**/high resolution as a **PDF**.
- Submit logos in **vector** format, **CMYK**: File formats: AI, PDF, EPS, SVG
- Any additional images should be in **CMYK** color mode at **300dpi**

Submit by email to: [corporatepartnerships@shalomaustin.org](mailto:corporatepartnerships@shalomaustin.org)

*All submitted materials are subject to publisher approval.*

## AD RATES

Rates based per year. *Nonprofits receive 25% off non-contract rates.*

Ad Size	Magazine with annual newspaper contract	Magazine non-contract	Magazine Nonprofit
Full page	\$1,325	\$1,459	\$1,094
3/4 square	\$1,023	\$1,124	\$843
2/3 square	\$918	\$1,007	\$755
1/2 horizontal	\$746	\$816	\$612
1/3 horizontal	\$540	\$587	\$440
1/3 vertical	\$441	\$477	\$358

## 2024 DEADLINES

Reserve ads by: July 12

**Ads Due: July 19**

Publishes in September

## SPECIAL SECTIONS

**REACH**, for Adults  
60 and better

**SIMCHA Austin**,  
for celebrations

Reserve Advertorial  
& Ad Space: July 12

**Advertorial & Ad Due: July 19**

*Full page ads receive a free full  
page advertorial, if desired.*

**Word count for full page  
advertorial submissions:**  
510 min - 610 max

### **What is an Advertorial?**

*A controlled narrative by the  
Brand shown in story form,  
not like an ad.*

### **What is an Editorial?**

*It is content researched and  
written in story form by  
the publication.*

## PREMIUM PLACEMENT

*Annual Contract/Non-Contract*

### **Back Cover**

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

### **Inside Front or Inside Back Cover**

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