

TIFERET BET ISRAEL

Celebrates

# Kabbalat Torah

with

## Jewels of Jewish Music

Elizabeth Shammash

*mezzo soprano*

Alberto Mizrahi

*tenor*

SUNDAY, MARCH 11, 2012

Dear Friends,

Please join us to celebrate our year of writing Torah, to welcome the completed scroll to its new home. As you have been part of the Mitzvah 613 process, we now invite you to be part of the commemorative DVD.

Your personal good wishes or business advertising will be shared in a dynamic digital presentation preserved on disk and distributed at "Jewels of Jewish Music", a gala concert\* on the evening of March 11, 2012. The DVD will be professionally produced and packaged, complete with designed labeling and an accompanying program booklet that acknowledges and indexes all contributors.

How can you participate?

- For premium advertising, provide us with your own edited video. (See next page for file format information.)
- To describe your business in some detail, provide both words and images which we will develop into a short slide show.
- To extend personal good wishes or simply highlight a business name and contact information, provide us with words and an image to present as a single-frame slide.
- As a bonus for advertisers, the entire presentation will be available on our website. Business owners, for an additional consideration, we are offering a hyperlink from our website to yours!

There are so many possibilities—have fun and be creative! Please read the submission guidelines carefully, and let us know if you have any questions. Sales for this unique opportunity will end on February 1, 2012. Do not delay in making your commitment to support our concert and become part of this unique digital tribute presentation!

On behalf of honorary co-chairs Robby and Debby Peikes Cohen, project chairs Abbey Krain and Carl Weiner, and our committee, thank you for supporting Tiferet Bet Israel.

B'Shalom,

Susan

Susan Z. Kasper, Executive Director, Tiferet Bet Israel

\*Members of the TBI community who wish to attend the concert, please contact Program Director Hilary Yohlin Waller by March 6.



And now,

write for yourselves this song, and teach it to the Children of Israel. Place it into their mouths, in order that this song will be for Me as a witness for the children of Israel.

- Deuteronomy 31:19

# OUR WEEK OF KABBALAT TORAH AND Jewels of Jewish Music

are free and open to the Tiferet Bet Israel community. We invite you to help commemorate Mitzvah 613, Kabbalat Torah, and our gala concert by participating in the journal. If you have any questions please don't hesitate to contact us.

Thank you.

Pay to: Tiferet Bet Israel  
1920 Skippack Pike  
Blue Bell, PA 19422

Questions: Elaine, 610-275-8797 x 103 or  
info@tbibluebell.org

## Advertising Deadline: Wednesday, February 1, 2012

### CONCERT ADVERTISING GUIDELINES

Instead of a printed ad book we are presenting a VIDEO-style tribute. The visual elements will all be the same size (think of your TV screen or computer monitor). Select the format (slides, video, hyperlink). You'll receive recognition and appreciation via:

- TBI's website    •Digital Program DVD    •In-House Video Display    •Printed program booklet

#### SLIDES

*You provide words and still images, no sound*

Guidelines: **Electronic files preferred!** Email to info@tbibluebell.org or mail CD or hard copy to Elaine at TBI, 1920 Skippack Pike, Blue Bell PA 19422. Emailed submissions will receive a confirming message. Acceptable formats: Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, JPG, TIFF. If needed you may provide a hard copy for us to transcribe and/or a photograph to scan.

NO PDF FILES PLEASE, WE CANNOT USE THEM.

#### Slide Options

- "Credits" (your name or company name on a scrolling list) \$36
- SHORT Single (One 5-second slide) \$72
- MEDIUM Single (One 7.5-second slide) \$108
- LONG single (One 10-second slide) \$180
- Double Medium (Sequence of two 7.5-second slides) \$360
- Triple Medium (Sequence of three 7.5-second slides) \$500

#### VIDEOS

*You provide an edited video (moving images + sound)*

Guidelines: Electronic file **required.** Email to info@tbibluebell.org or mail CD to Elaine at TBI, 1920 Skippack Pike, Blue Bell PA 19422.

Acceptable file formats: asf, avi, m1v, mp2, mp2v, mpe, mpeg, mpg, mpv2, wm, or wmv. Aspect ratio: 4:3

#### Video Options

- Medium Video: Your edited video with a run time not to exceed 15 seconds \$613
- Long Video: Your edited video with a run time not to exceed 30 seconds \$1000

#### HYPERLINK ON TBI'S WEBSITE

*Available with any of the Slide or Video choices above.*

Your approved website linked to www.tbibluebell.org: Add \$100 to any other ad.

#### BUSINESS ADVERTISER TICKET OFFER

10 tickets to the concert plus dessert buffet: Add \$1000 to any ad.

Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

WHAT ARE YOU ORDERING? Check  your selection (box at left) and return order form with payment by **FEBRUARY 1, 2012**. Include or email COPY/IMAGE files.

Advertising orders and payment must be received by February 1, 2012

	1 CREDITS (your name in a scrolling list)	\$36
	2 SHORT single slide	\$72
	3 MEDIUM single slide	\$108
	4 LONG single slide	\$180
	5 DOUBLE MEDIUM slide (two 7.5-second slides)	\$360
	6 TRIPLE MEDIUM slide (three 7.5-second slides)	\$500
	7 MEDIUM VIDEO (15 seconds max)	\$613
	8 LONG VIDEO (30 seconds max)	\$1000
	9 ADD Hyperlink to any ad (link to www.tbibluebell.org)	Add \$100
	10 BUSINESS ADVERTISERS ADD 10 tickets for concert plus dessert buffet	Add \$1000

TOTAL ENCLOSED: \$

**ALL ADS AND PAYMENT MUST BE RECEIVED BY FEBRUARY 1, 2012**