

# USCJ Marketing Ads - USER GUIDE

**USCJ Ad Versions:** We have created four production-ready, ad templates to choose from. Each can be customized by adding your synagogue's specific graphics and information in the open white space provided within each ad.



## 1. COLOR REPRODUCTION

These ad templates were created for use in print publications, internet web sites, e-mail blasts, media presentations, newsletters, bulletins or fliers. It is important that you use the appropriate color/file format that is suitable for the way it will be used.

- **CMYK:** This is used for color printing in newspapers, fliers, magazines, bulletins that are capable of displaying full-color images.
- **RGB:** Red-Green-Blue color system used for Internet web pages/ads, PowerPoint/media presentations, or video.
- **GS** (grayscale): Black & White reproduction for newspaper, magazine, bulletins newsletters, fliers where color reproduction is either not available or affordable.

## 2. FILE FORMATS

We have provided the ads in all three types noted above, in both 300 dot high-resolution (for printing] and 72 dot resolution for internet or media use).

## 3. AVAILABLE FOR DOWNLOAD

Ads are available for download by going online: [www.uscj.org](http://www.uscj.org) and click on the link that reads "USCJ Ads" Select the right file format, color space you need, download and save to your computer. You will be asked for your congregation's name and city, your name and e-mail address. That information will allow us to contact you for follow-up purposes.

## 4. ADDING YOUR SYNAGOGUE GRAPHICS AND PREPARING DOCUMENTS FOR PUBLICATION

Your synagogue logo/graphics, information and message can be added to the open white at the bottom of the ad.

### Important Suggestions:

- Decide where you will be placing the ads. Ask what file format is the appropriate one to use. Find out the best way to add your shul's information to the ad - should you do it or have them do it? Save the files in the format they request.
- Use easy-to-read fonts compatible with the ad templates. (avoid using italics, unusual fancy fonts)
- ALWAYS PROOFREAD your ad carefully BEFORE you submit for print or publication.
- **Include in your ad:** Synagogue logo and name, address, phone, web site, optional: contact name or e-mail address. Announcement or invitation to an event, program or holiday service, or a simple call to action like "come join us", Rabbi(s) and Cantor(s) name(s).

For questions contact: [gkodner@n-kcreative.com](mailto:gkodner@n-kcreative.com)

**A VIBRANT Future for Judaism**

- Where will she gain spiritual strength?
- Where will she learn?
- Where will she become a bat mitzvah?
- Where will she be married?
- Where will she raise her children?

**Come Home to Conservative Judaism™**

Please join us for a new members brunch on Sunday, September 7, 2008 at 11am

**SHAARE ZEDEK**  
SYNAGOGUE

Rabbi Mark Fasman • Hazzan Joanna Dulkin

829 North Hanley Road  
University City, Missouri 63130  
314.727.1747 • shaarezedeck.org

AFFILIATED WITH  
THE UNITED SYNAGOGUE  
OF CONSERVATIVE JUDAISM

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Sample ad with synagogue graphics in place.