

## **How to Market Your Information to CBI members**

*Start planning 3 months before your event to get into Koleinu!*

**Flyers.** Typically one-page printed notices distributed in the CBI foyer and other venues. Flyers also may be included in some of the publications listed below.

- Draft flyer must be submitted to Communications Specialist at [communications@bnais.com](mailto:communications@bnais.com) two weeks prior to sending out, with cc to Executive Director at [ExecDir@bnais.com](mailto:ExecDir@bnais.com)
- Communications Specialist can help create flyers if contacted more than two weeks in advance of date needed—send event information with any graphics, logos, or themes for the design
- Flyers require approval by Rabbi (Communications Specialist will secure her approval)
- File type: Word or Publisher

**Upcoming Events (Chadashot).** Weekly email newsletter sent to all CBI members.

- Published: Thursday evenings
- Deadline: preceding Tuesday
- Send to Communications Specialist at [communications@bnais.com](mailto:communications@bnais.com)
- File type: Word or Publisher

**Adult Education Update.** Weekly email newsletter sent to all CBI members.

- Published: Sunday mornings
- Deadline: noon, preceding Wednesday
- Send to Adult Education Committee Chair at [adulteducation@bnais.com](mailto:adulteducation@bnais.com)
- File type: Word or Publisher

**Shabbat Details.** Weekly email newsletter sent to all CBI members (Shabbat-related info only).

- Published: every Wednesday afternoon
- Deadline: preceding Tuesday
- Send to Communications Specialist at [communications@bnais.com](mailto:communications@bnais.com)
- File type: Word or Publisher

**Shabbat Flyer.** Distributed at services on Friday night and Saturday morning. (Not limited to Shabbat info.)

- Deadline: preceding Thursday
- Send to Communications Specialist at [communications@bnais.com](mailto:communications@bnais.com)
- File type: Word or Publisher

**Koleinu.** Bimonthly magazine mailed to all CBI members.

- Deadline is the 1<sup>st</sup> of the month preceding the bimonthly publication date. Specifically:

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| January/February issue: deadline December 1 | July/August issue: deadline June 1          |
| March/April issue: deadline February 1      | September/October issue: deadline August 1  |
| May/June issue: deadline April 1            | November/December issue: deadline October 1 |
- Maximum article length: 350 words; also can submit flyer
- Committees may request one-page flyer inserts for *Koleinu* subject to Rabbi's and Executive Director's approval. Committees may be required to cover photocopying costs.
- Send to [koleinu@bnais.com](mailto:koleinu@bnais.com)
- File type: Word for text, .jpg or .png for photos