

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 two weeks prior to sending out, with cc to Executive Director at 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
- 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 adulthoodeducation@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
- 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
- File type: Word or Publisher

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

- Deadline is the 1st of the month preceding the bimonthly publication date. Specifically:

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
- File type: Word for text, .jpg or .png for photos