



Chabad Lubavitch of Alberta  
 28-523 Woodpark Blvd SW • Calgary, AB T2W 4J3  
 403-238-4880 • Fax: 403-281-0338 • [Info@ChabadAlberta.org](mailto:Info@ChabadAlberta.org)  
[www.ChabadAlberta.org](http://www.ChabadAlberta.org)

## SOUTHERN ALBERTA'S JEWISH CALENDAR - 5772

### About...

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Each year, for the past 18 years, Chabad Lubavitch Calgary has sent a high quality Jewish calendar to 2400 families in the Jewish Community. This is the only local Jewish calendar in most Southern Alberta homes. It is therefore frequently consulted as a reference for Jewish holidays, customs, recipes and other interesting Judaic facts.

It is obvious from feedback from advertisers that our Calendar is viewed frequently throughout the year. Despite the low cost, those advertisers who have a targeted and relevant message for this community are generating excellent results.

Unlike newspaper or magazine advertisements, your message will remain in the home or office for a full year. Associating your company, products and services with our attractive, quality calendar provides an opportunity to market to a specific community and to do so at a very low cost.

To place your ad in the calendar, please complete the attached form and fax or mail it to our office. Form submission is also available online @ [www.chabadalberta.org](http://www.chabadalberta.org).

A PDF of a past year's calendar is available on our website @ [www.chabadalberta.org](http://www.chabadalberta.org).

If you have any questions, feel free to contact me by phone or email.

Thank you,

Mussie Matusof  
 Calendar 5772 Coordinator  
 Chabad Lubavitch of Alberta  
 403 238 4880 Ext. 103  
[rabbisoffice@chabadalberta.org](mailto:rabbisoffice@chabadalberta.org)  
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CALENDAR ADVERTISEMENT FORM

YOUR INFORMATION

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_
Address: \_\_\_\_\_ City, Postal Code: \_\_\_\_\_
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

PRICE CHART

Table with 3 columns: Ad Type, AD COST #3\*, AD COST #4\*. Rows include Full Block - Calendar Pages (Month), Half Block - Calendar Pages (Month), Full Page - 7 1/2" x 10", Inside Cover - Front - 3 1/4" x 2", Inside Cover - Full - 7 1/2" x 10", Back Cover - Full - 7 1/2" x 10", 2-3 Day Boxes - Calendar Pages, Business Card - 3 1/2" x 2".

\* AD COST #3 NEW ADVERTISERS - PDF ready ad, or paid upfront.

\* AD COST #4 NEW ADVERTISERS - Not PDF ready, or invoice.

AD SELECTION

Please select the ad type and ad cost # below:

Ad Type: ○ A ○ B ○ C ○ D ○ E ○ F ○ G ○ H
Ad Cost#: ○ 3 ○ 4

Priority Space Offered to Previous Advertisers!

PAYMENT

Amount: \_\_\_\_\_
○ Visa ○ M/C ○ Amex #: \_\_\_\_\_ Exp. \_\_\_\_\_
I will send a check to Chabad Lubavitch Please send me a invoice

Signature: \_\_\_\_\_



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## CALENDAR FACTS

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- *Year round exposure to 2400 Jewish households & businesses*
- *Promotes your business to thousands in our community*
- *Referred to over and over 365 days a year*
- *Mailed without charge to the entire Jewish community*
- *Our 19<sup>th</sup> annual calendar, with 80% renewed ads each year!*
- *Important Holiday information, historical facts & insights*
- *Local Shabbat & Holiday candle lighting times*
- *Beautiful Jewish art work each month (full color)*
- *Month -September 2010-September 2011 with a 'Look Ahead' preview*
- *Features: Jewish and secular calendar combined*
- *Helps fund Chabad Lubavitch of Alberta, a non-profit organization, administrating community aid, enrichment programs, education programs and a cultural network.*



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### ADVERTISEMENT SAMPLES

#### FRONT COVER

**5769**  
**JEWISH CALENDAR** SHNAT HAKHEL שנת ה'תשס"ט  
 2008-2009

Community Menorah Lighting ONE SHABAT ONE WORLD 10 YEARS IN ALBERTA JLI

#### FULL PAGE

**GLASS & MIRRORS**  
**Commercial & Residential**

Beveling, V-Groove, Shower Doors, Custom Mirrors & Glass Work  
**Claude Amor or Adam Mastalerz**  
 #5, 3800 - 19 Street N.E., Calgary, AB T2E 6V2  
 Bus: 250-8080 Cell: 888-1091 Fax: 250-1652

#### HALF BLOCK

June 2009 - Sivan / Tammuz 5769

**TAMMUZ 2**  
 The Return Day. A day that encourages us to bond with the Lubavitcher Rebbe, Rabbi Menachem M. Schneerson. Born with the look of a physical phenomenon in 1908, the Rebbe continues to have an immeasurable impact on Jews and Judaism. Under his leadership and guidance, thousands of young couples are introducing a child into the line, through the spiritual reawakening of Chabad-Lubavitch institutions, to spread Torah, mitzvot, goodness and kindness throughout the world. The Rebbe's vision and program of an imminent redemption, and a world of peace, goodness and harmony continues to inspire millions throughout the world. Soon it shall surely become a reality.

**THE UPCOMING REDEMPTION**  
 The belief in the upcoming redemption is one of the foundations of our faith, and has been promised to us by almost every one of our prophets.

beginning with Moses himself. Maimonides included it in his famous Thirteen Principles of the Jewish faith. Throughout the ages, even during the most trying times, our ancestors have always prayed for and looked forward to the coming of Moshiach, our redeemer.

**LET'S WELCOME MOSHIACH**  
 Led by the Lubavitcher Rebbe, Rabbi Menachem M. Schneerson, many prominent Rabbs proclaimed this generation to be the one to usher in the redemption. We can prepare for this special time by studying the relevant passages in the Torah and its commentaries, and by increasing in acts of goodness and kindness. This will not only help us prepare for the redemption - this will hasten its arrival!

Feel free to contact us for more information about the Let's Welcome Moshiach campaign.

#### FULL BLOCK

March 2009 - Adar / Nissan 5769

**ADAR 7**  
 Birthday and Tzitzit of Moshe Rabbeinu (Moses), who led the Jewish people out of Egypt in bondage.

**PURIM**  
 The actual story of Purim, as told in the Scroll of Esther, is an fascinating and spell-binding as any best seller. Yet, though it is sacred scripture, we do not find the name of G-d mentioned even once! But within the intricate details of the Megillah, we can detect the unmistakable hand of Divine Providence. And the closer we examine the story, the more we discover that even seemingly insignificant events are precisely arranged by the hand of the Almighty.

**THE MITZVOT OF PURIM ARE:**  
 • The Feast of Esther. Had the day before Purim, to commemorate the Jewish people's prayer and fasting for victory against their enemies.

• Listen to the reading of Megilat Esther (the Scroll of Esther), recounting the story of Purim.  
 • Send gifts containing at least two types of ready-to-eat food to one or more friends on the day of Purim. These gifts, called Mithloach Manot ("sending portions"), should preferably be sent via a third party.  
 • Give Matanot L'evyonim ("gifts of charity to the poor"). While Tzitzitah (charity) is a year-round responsibility, it is a particularly special Mitzvah on Purim. Give to at least two needy individuals on Purim.  
 • Celebrate with a special festive and joyous meal.  
 • It is traditional to give 3 half-dollar coins to charity on the day before Purim, to commemorate the annual half-shekel given by each Jew in the times of the Holy Temple. This mitzvah is usually performed in the synagogue.

**WE WISH YOU ALL A JOYOUS PURIM**

**Rita Babaganov**  
 Realtor  
 403-238-1100  
 www.ritababaganov.com

**ethos**  
 BRIDAL GROUP LTD.  
 Wedding Specialist For Over 30 Years  
 403-244-4188

**CO-OP** Calgary Co-op Oakridge Centre  
 2580 Southland Drive S.W.  
 Calgary, Alberta T2V 4J8

#### DAY BOXES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SHABAT
1 Rita Babaganov 403-238-1100	2 FRITZ 403-238-1100	3 Community Menorah Lighting	4 10 Years in Alberta	5 17th Birthday of the Lubavitcher Rebbe	6 2nd Mithloach Manot Day	7 2nd Mithloach Manot Day
8 17th Birthday of the Lubavitcher Rebbe	9 2nd Mithloach Manot Day	10 2nd Mithloach Manot Day	11 2nd Mithloach Manot Day	12 2nd Mithloach Manot Day	13 2nd Mithloach Manot Day	14 2nd Mithloach Manot Day
15 2nd Mithloach Manot Day	16 2nd Mithloach Manot Day	17 2nd Mithloach Manot Day	18 2nd Mithloach Manot Day	19 2nd Mithloach Manot Day	20 2nd Mithloach Manot Day	21 2nd Mithloach Manot Day
22 2nd Mithloach Manot Day	23 2nd Mithloach Manot Day	24 2nd Mithloach Manot Day	25 2nd Mithloach Manot Day	26 2nd Mithloach Manot Day	27 2nd Mithloach Manot Day	28 2nd Mithloach Manot Day
29 2nd Mithloach Manot Day	30 2nd Mithloach Manot Day	1 2nd Mithloach Manot Day	2 2nd Mithloach Manot Day	3 2nd Mithloach Manot Day	4 2nd Mithloach Manot Day	5 2nd Mithloach Manot Day

#### BUSINESS CARDS

<b>LAND &amp; SPIRIT</b> Real Estate	Customize your car in Chabad and receive a free receipt for a donation to a charity of your choice.	<b>HARVEY COHEN &amp; LINDA KITCHEN</b> REALTORS WHO SPECIALIZE IN DOWNSIZING
<b>DAVE ROONEY</b> REALTOR	<b>Miclor Financial Services Inc.</b>	<b>MINISTER OF HEALTH AND ATTORNEY GENERAL</b>
<b>SHALOM!</b>	<b>MFS</b>	<b>HEALTHY MAN SERVICES INC.</b>
<b>An experience of a lifetime!</b> www.ganisrael.ca	<b>ECONOLITH</b>	<b>JUDAICA AT CHABAD</b>
<b>SPORT TECH AUTO</b>	<b>STUART A. LAMIN</b>	<b>Altan S. Zindler, FRM</b>
<b>DAVID HANNO</b>	<b>STANLEY S. PRESS</b>	<b>Spectrum Realty Ltd.</b>