



Thank You for Considering Placing an Ad in the Hebrew Institute of White Plains' 2018 Business Directory!

Here is Why We Think This Investment Makes Good Business Sense:

- The HIWP Directory is distributed to approximately 350 families who live in & around White Plains.
• The Directory, which contains contact information for all members, is used on a regular basis.
• Your ad will be highly visible; business ads are interspersed with the Directory information, which means that your ad is not sidelined to the front or back of the book.
• Members are enthusiastically encouraged to patronize our Advertisers throughout the year.
• Platinum & Gold sponsors are featured on a rotating basis in our Print & Email Announcements. Well over 400 local adults receive these announcements weekly.
• A recent survey revealed that 100% of respondents patronized at least 4 of the Advertisers, with the majority of respondents patronizing 7 or more of our Advertisers.

There are Four (4) Ad Categories:

- > PLATINUM Sponsorship (\$1,000): Provides you with maximum exposure for your business through a Special Platinum Listing in Annual Journal; Full-Page Directory Ad; HIWP Homepage Banner (rotating basis); Feature in Weekly Email and Print Announcements (rotating basis).
> GOLD Sponsorship (\$750): Entitles you to Full-Page Directory Ad; HIWP Homepage Banner (rotating basis); Feature in Weekly Email and Print Announcements (rotating basis).
> SILVER Sponsorship (\$500): Earns you a Half-Page Directory Ad; HIWP Homepage Banner (rotating basis); Feature in Weekly Email (rotating basis).
> BRONZE Sponsorship (\$360): Buys you a Quarter-Page Directory Ad and HIWP Homepage Banner (rotating basis).

HIWP has been serving the White Plains Jewish Community since 1915. It is a place of warmth, spirituality, and generosity, a place where newcomers, families, singles, young and old find opportunities for social connection, spiritual and intellectual growth, social action opportunities, and recreational activities. We depend on your generous support to continue serving our community!

Please complete the attached form to submit your ad.

If you have any questions, please feel free to contact me or the HIWP Office at office@hiwp.org.

With thanks for your consideration,

(Solicitor Name)_____
(Solicitor Number)_____
(Solicitor Email)_____

**** AD DEADLINE: APRIL 9, 2018 ****