



"חכמת עולמים לעולם משתנה"
"Eternal Wisdom for a Changing World"

December 16, 2009
29 Kislev 5770

Dear Parents,

During our 62 years, the Rabbi Alexander S. Gross Hebrew Academy has inspired our children with a tremendous love for the Torah, the State of Israel, and the Jewish people. Over the years, our administrators, teachers and staff have created a learning environment that equips our students with the tools necessary to meet their greatest potential in both Judaic and Secular studies and both academically and spiritually.

This year during the month of February, we read from the book of Shemot. In the Torah portion Yitro, we learn about "honoring your father and mother." How appropriate it is that we have chosen to pay tribute to a few of many of our wonderful parents here at the Hebrew Academy. We are proud to present **An Evening with Alan Dershowitz on February 2, 2010**. Join us as we make this a truly meaningful event honoring such dedicated and devoted honorees, **Mr. and Mrs. Shimon and Janet Shaw, Mr. Jeremy Goldstein for the Keter Tzedakah Award, "Morah Ettie" Esther Aronovski for the Excellence in Education Award and Miami Beach Commissioner, Mr. Ed Tobin for the Alumni Spotlight Community Service Award**. We are expecting one hundred percent parent and teacher participation.

We are excited to present to you the journal "Hebrew Academy style." We are fortunate to be able to place our annual journal into **The Jewish Journal** Publication as an independent insert. This will surely be an added bonus by raising money for our much needed scholarship fund, as well as promoting our school and our families' businesses. These funds go towards our annual scholarship campaign. We have enclosed our ad blank description page along with a diagram of the size of the ads. You will notice that the ad rates have stayed the same. The ads for "Producer "and higher will appear in the evening's printed program as well as in the insert. We have arranged to have 2 VIP tickets per couple, which includes a "meet and greet" with **Alan Dershowitz**, for any ad \$5000 and above. In years past we had amazing 450 page journals. Because our "journal" will be in a newspaper we now have limited space. Although the ad is smaller, it will be circulated among a wider audience in many different communities. We know these are difficult times for many and truly appreciate your continued support. We thank you for all the hard work you do as parents and look forward to seeing you at this amazing event.

Sincerely,

Journal Chairs

Mrs. Erica Kahn

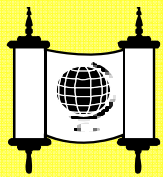
Mrs. Monica Sugar

Mrs. Marsha Sussman



2425 Pine Tree Drive, Miami Beach, FL 33140 | t. 305-532-6421 | f. 305-531-5480 | www.rasg.org





An Evening With Alan Dershowitz

Honoring

Janet and Shimon Shaw

Keter Tzedakah Award

Jeremy Goldstein

Excellence in Education Award

"Morah Ettie" Esther Aronovski

Alumni Spotlight—Community Service Award

Miami Beach Commissioner Ed Tobin

February 2, 2010 Shevat 18 5770

**JOURNAL AD ONLY
TICKETS SOLD SEPARATELY**

Journal Chairs

Mrs. Erica Kahn

Mrs. Monica Sugar

Mrs. Marsha Sussman

Name: _____

Company Name: _____

Address: _____

Phone: _____

E-mail: _____

Solicited by: _____

Advertising Categories:

- ◆ Legacy (double page and plaque).....\$100,000
- ◆ Broadway (double page).....\$72,000
- ◆ Director (full page).....\$54,000
- ◆ Executive Producer (full page).....\$36,000
- ◆ Producer (full page).....\$25,000
- ◆ Back Cover\$18,000
- ◆ Inside Front Cover.....\$15,000
- ◆ Casting Director (full page 10 ½ X 10 ½)\$10,000
- ◆ Inside Back Cover\$8,000
- ◆ Off-Broadway (half page).....\$5,000
- ◆ Stage Manager (1/4 page).....\$3,600
- ◆ Gold (1/6 page).....\$1,800
- ◆ Silver (1/6 page).....\$1,000
- ◆ Stars (1/8 page).....\$500
- ◆ Co-Stars (1/8 page).....\$360
- ◆ Business Card.....\$180
- ◆ Name Listing.....\$136

Producer and above includes

6 VIP tickets to the Annual Event, and ad will be placed in the evening program as well as in insert in the Jewish Journal

Off-Broad way and above includes 2 VIP tickets to the Annual Event

Please enclose a check payable to Greater Miami Hebrew Academy and mail or fax with completed ad blank to:

2400 Pine Tree Drive Miami Beach, Florida 33140

To use a credit card please complete the following:

Name on card _____ Card # _____ Exp. Date _____

Billing Address _____

Signature _____

PLEASE PRINT OR TYPE YOUR AD COPY HERE

Camera ready copy is welcome

Email: journal@rasg.org

DEADLINE: Tuesday, January 5, 2010

(Please note: due to the printing being placed in a special insert in the Jewish Journal, our deadline is non-negotiable)

For further information contact Robyn Malek at
305-532-6421 x110, fax 305-672-6191 or email rmalek@rasg.org
Thank you for your support!

A FULL PAGE AD WILL BE 10 1/2" x 10 1/2"

Business Card
3.386" X 2"

Your Ad goes here!

Name Listing

1.608" X 3.4"

RASG Hebrew Academy
ETERNAL WISDOM FOR A CHANGING WORLD
2400 Pine Tree Drive
Miami Beach, FL 33140
(305)532-6421G

1/8
3.386" X 4"

Your Ad goes here!

1/6
3.386" X 5.25"

Your Ad goes here!

1/4
5.164" X 5.25"

Your Ad goes here!