

DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by the.guard - 10 Nov 2009 21:31

We got an offer to place an ad in the "[American Jewish Spirit](#)" magazine for a good price. The AJJ comes out 4 times a year and it is ONLY subscriber based. **It has 100,000 readers!**

Most of the readers are either frum, recent balai Teshuvah, or people who want to be Mitchazek and become more religious.

The normal price is \$995 per issue, for a half page ad. We got an offer for **half price** = \$500 (or \$400 if we take it for a full year, which is 4 times).

The magazine goes to press this week, so we only have another 2 days to get in the ad.

You don't have to take the whole thing, you can take a part if you want... For example, if 5 guys give \$100 each we're in business! :D

Anyone want the zechus of possibly hundreds of people's Teshuvah?

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by kutan - 11 Nov 2009 21:51

[Uri wrote on 11 Nov 2009 18:11:](#)

Do you feel you're going crazy?

Tired of being alone?

Come join other mental people as we dicuss sushi,ice cream,corn flakes, and the impending

geula!

LOL ;D

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?
Posted by the.guard - 11 Nov 2009 22:31

Nu? What do you guys think of [this ad](#)?

(Sorry Rage2Tatty, I liked yours but a little controversial :-\)

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?
Posted by imtrying25 - 11 Nov 2009 22:34

I think its great. But to be honest i think its missing a catch phrase. Just my opinion.

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?
Posted by habib613 - 11 Nov 2009 22:37

it's really good, but it needs to spell things out a little more.

in my opinion it needs a "drowning in shmutz?" or something.

there's nothing that says "hey, if you're addicted to **** and wanna stop, come here"

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?
Posted by Kedusha - 11 Nov 2009 22:39

[guardureyes wrote on 11 Nov 2009 22:31:](#)

Nu? What do you guys think of [this ad](#)?

(Sorry Rage2Tatty, I liked yours but a little controversial :-\)

I suppose, then, that you won't use my idea:

Learn Why Pornography is Good for nothing! ;D

Seriously, I just noticed this thread. What a great opportunity to help others! Why not see if anyone else wants to be Mishtateif? It would be more affordable for everyone. You can count me in, b'li neder.

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?
Posted by imtrying25 - 11 Nov 2009 22:46

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I totally agree with the ~~erybaby~~ crytatty.

Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by habib613 - 11 Nov 2009 22:49

i dunno. i think that it's good to have R' twerski's pic there.

he's a really well known addiction specialist.

but its true that some people might be turned off by it.

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by Kedusha - 11 Nov 2009 22:54

[imtrying25 wrote on 11 Nov 2009 22:46:](#)

I agree with the point regarding the 12 steps.

Regarding Rabbi Twerski, I don't think he should be called "Rav Dr. Abraham J. Twerski"
Depending on the audience, it should either be "Rabbi Dr. Abraham J. Twerski" or just "Dr.
Abraham J. Twerski." Since he already has such a Rabbinic look, I think the latter choice is just
fine.

I think Rabbi Twerski should stay in. Keep in mind that, regardless of what the ad says, it will most likely only speak to those who feel that their lives are becoming unmanageable. In other words, there are many people who (unfortunately) will not be reached, regardless of what the ad says, because they are not ready to reach out for help.

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by Luria - 11 Nov 2009 23:11

Some nitpicky thoughts...

do we want the rabbis face on there?

I think Rabbi Twerski has a considerable amount of crossover appeal in all orthodox circles- from charedi to modern orthodox. Though I could be wrong

Nu? What do you guys think of this ad?

It seems a little vague - "Surfing the web - "Do it Right"??... "Amazing"???. .."Who is that young child and why is he rock climbing on that precariously steep cliff without a proper safety harness " (extreme sports???)

I think a lot of people reading this won't know what the website is about. Some people might be curious enough to check it out; many probably won't be. You gotta let them know what the site is about while piqueing their interest to find out more.

So you gotta

1) let them know what the site is about - 1)the gye site, (with the handbooks and tips etc) as well as the forum (2 vastly different sites in my opinion) Make clear the purpose of the site - easier said then done. You can't just flash the word "porn' in neon green size 42 font, although all those suggestions are awesome and made me laugh

2) appeal to all streams of orthodoxy. the word shmutz might be a bit of a turn off to many modern orthodox... Frum tiny words in between Porn" is proably a bit jarring to the more charedi

3) easier said then done...

Just my opinion - others might not agree...

Overall its actually quite good

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?
Posted by the.guard - 11 Nov 2009 23:13

Check it out again [here](#)

I added some stuff about what we offer (on the left), and I took out references to the 12-Steps...

I left the Rabbi since I think he gives us prestige (and I left Rabbi/Dr. Cuz that's how it said it on the original pic I got from the internet)...

Thanks everyone for the great feedback...

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?
Posted by imtrying25 - 11 Nov 2009 23:15

and I left Rabbi/Dr. Cuz that's how it said it on the original pic I got from the internet)...

I think kedusha's point was Rabbi doctor as opposed to Rav doctor. I think he has a point. :-\

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?
Posted by Luria - 11 Nov 2009 23:18

the explanations on the left make it **much** better. I agree to change the Rav to Rabbi though

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Re: DOES ANYONE WANT TO SPONSOR THIS AD?
Posted by Kedusha - 11 Nov 2009 23:19

[imtrying25 wrote on 11 Nov 2009 23:15:](#)

and I left Rabbi/Dr. Cuz that's how it said it on the original pic I got from the internet)...

I think kedusha's point was Rabbi doctor as opposed to Rav doctor. I think he has a point. :-\

GYE - Guard Your Eyes

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Yeah, be consistent, Guard. Either "Rabbi Dr." or "Rav Rofeih!"

Re: DOES ANYONE WANT TO SPONSOR THIS AD?

Posted by Luria - 11 Nov 2009 23:48

for reasons to strange to mention I actually see where Guard is coming from with the "Rav Dr."... Eileh V'eileh ...

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