



The Jewish Art Calendar
2026-27 / 5787

Chabad of Olney

Advertising Information

Mailed to over 1,800 Jewish homes and businesses, Chabad's Jewish Art Calendar is an important reference guide for Jewish families in the greater Olney area.

Your participation in the calendar keeps your business in front of families and businesses year round. It also shows your support of the many social and educational activities Chabad of Olney provides.

VALUABLE & EFFECTIVE ADVERTISING

- Repeat, year long **exposure**.
- Displayed in **homes and offices** - become a household name!
- A hands-on, and go-to reference.

All ads are printed in full color!

Advertising Rates:

Calendar Pages (Note the color code for next page)

Ad size	1 Ad	3 or more ads
Calendar Underwriter: Name/logo on front cover, and full 1st page ad (10 ½" w x 8" h)	\$5000	N/A
Business Card Box (3 ¾" w x 2" h)	\$200	\$180
Medium Box (2 ¾" w x 1 ¾" h)	\$150	\$135
Small box (1 ¾" x 1 ¾")	\$100	\$90

Advertising Pages (Note the color code for next page)

Ad size	Price
Full Page (10 ½" w x 8" h)	\$1000
Half Page (4 ⅝" w x 8" h)	\$550
Quarter Page (4 ⅝" w x 3 ⅞" h)	\$350
Business Card Box (3 ¾" w x 2" h)	\$125

This calendar runs through the Jewish calendar year, covering from September 2026 through September 2027.



FISH AND SHIPS
BY MICHAEL MUECHNIK
WWW.MICHAELMUECHNIK.COM

NISSAN-IYAR

PESACH (PASSOVER): April 4–11

The eight-day Pesach holiday celebrates the liberation of the Israelites from Egyptian slavery and the birth of the Jewish nation more than 3,300 years ago. Pesach is rich with traditions that help us achieve "freedom" in our own lives.

Chametz: Food and drink made of leavened wheat, barley, rye, oats, spelt or their derivatives is called Chametz and is forbidden during Pesach. In Egypt, an animal offering was brought on the morning before Pesach, and the chametz prohibition actually begins around that time. Thus, mid-morning on April 3.

Seder Nights: The celebration of Pesach begins with the seder on the evening of the 14th of Nissan (April 3).

The Seder: On the first two nights of Pesach we conduct a seder: a festive, yet serious event. Around a table set with the finest crystal and silver and the best kosher wine, we reenact the ancient exodus from Egypt. We think of ourselves as also being in bondage in Egypt, suffering Pharaoh's oppression, joining the walk out of Egypt and across the Sea of Reeds.

Matzah: One of the main mitzvot of Pesach is eating matzah, custom to eat hand-baked shmurah matzah, which closely resembles the bread baked by the Jews at the hurried moment of their exodus.

The Four Cups of Wine: The Torah uses four expressions of freedom in connection with our liberation from Egypt (see Exodus 6:6-7). This is one of the reasons we celebrate the liberation with the four cups at the Seder.

The Last Day of Pesach: The seder nights emphasize our past exodus as we celebrate the first liberation of the Jewish people from the bondage of Egypt.

As we conclude the festival, we look toward the time when, as we are promised in the Torah, Jews will merit a final redemption from all our oppressors. The eighth and last day of Pesach is traditionally associated with this fervent hope for the imminent coming of Moshiach, a time when we will be able to commit ourselves to our spiritual development.

COUNTING OF THE OMER

It took 49 days for the people of Israel to reach Mount Sinai and receive the Torah from G-d. The Kabbalists explain that the 49 days correspond to the 49 traits of the human heart. On each day of their original journey from Egypt, the Children of Israel refined one of these traits. Each year, we retrace this inner journey by "Counting the Omer" beginning on the second night of Pesach and ending before Shavuot.

Business Box
3 3/8" w x 2" h

April 2015

Nissan/Iyar 5775

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Small box 1 3/8 x 1 3/8	Medium Box 2 3/4" w x 1 3/8" h	1 12 Nissan	2 13 Nissan	EVERY PESACH TAKANT BECHOROT FIRST SEDER NIGHT 14 Nissan	3 14 Nissan	PASSOVER: 1ST DAY 15 Nissan
PASSOVER: 2ND DAY Omer 1 16 Nissan Holiday Ends: 8:17 PM	PASSOVER: 1ST INTERMEDIATE DAY Omer 2 17 Nissan Hebrew School Passover Break	PASSOVER: 2ND INTERMEDIATE DAY Omer 3 18 Nissan	PASSOVER: 3RD INTERMEDIATE DAY Omer 4 19 Nissan	PASSOVER: 4TH INTERMEDIATE DAY Omer 5 20 Nissan Light Candles at: 7:27 PM	PASSOVER: 7TH DAY Omer 6 21 Nissan Light Candles at: 7:28 PM	PASSOVER: 8TH DAY YIZKOR Omer 7 22 Nissan Shabbat Ends: 8:18 PM
Omer 8 23 Nissan	Omer 9 24 Nissan Hebrew School Passover Break	Omer 10 25 Nissan	Omer 11 26 Nissan	Omer 12 27 Nissan	Omer 13 28 Nissan Light Candles at: 1:32 PM	Omer 14 29 Nissan Shabbat Ends: 8:28 PM
ROSH CHODESH IYAR Omer 15 30 Nissan	ROSH CHODESH IYAR Omer 16 1 Iyar	Omer 17 2 Iyar	Omer 18 3 Iyar	Omer 19 4 Iyar	Omer 20 5 Iyar	TALMIN-METZORA Omer 21 6 Iyar
Jewish Women's Circle Omer 22 7 Iyar	Omer 23 8 Iyar	Omer 24 9 Iyar	Omer 25 10 Iyar	Omer 26 11 Iyar	Omer 27 12 Iyar	Omer 28 13 Iyar

Advertisement Page:

- Ads can be black & white or color.
- Camera-ready ads should be PDF, JPEG, or TIF files.
- Basic ad design may be available. Please inquire.
- Ads can be emailed to: info@Jewishholney.com

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Quarter Page
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Advertising Agreement 2026-2027/5787 (Or go online at JewishOlney.com/ArtCalendar)

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