



JEWISH
LIVING
DELAWARE

THE JEWISH VOICE OF DELAWARE
 & THE BRANDYWINE VALLEY

GENERAL
 SUBMISSIONS
GUIDE

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UPDATED NOVEMBER 2023

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Please email submissions to Emma Driban, Editor at Emma@ShalomDel.org for content to be considered. Editorial deadlines for submissions can be found in the current production schedule. The subject line for any email submissions should be relevant to what is being submitted. Please use one representative when submitting for agencies or synagogues.

ARTICLES

- Maximum word length (unless specified otherwise by the editor) is 700 words or 600 words if you wish to include a picture or graphic. For example, if a feature piece is solicited, one might expect to have a requested word count of 1200-1500 words.
- Please send submissions as a Word Document (.doc or .docx) in Calibri, 11-point font, single spaced, with no extra spacing between paragraphs. **Computer scans or non-digital formats will not be accepted.**
- Please do not otherwise format your document. No bold, no italics (except for titles written in the body of the text or non-English words), no underlines, and no words in all uppercase letters.
- Do not place any pictures or images within the submitted Word Document. All pictures or images you wish to submit with your article should be attached separately to the email.
- Each submission MUST include a byline (Name, Title) OR a 2-3 sentence bio about the author. Please do not submit any un-authored content.
- We do not accept press releases or advertorials.

Advertorials, or sponsored stories/articles, are paid-for content. If you would like to purchase ad space for an advertorial, please contact Seth Katzen at Seth@ShalomDel.org or Editor@ShalomDel.org. Please note that we will distinguish your ad copy from published editorial content.

Furthermore, we do not accept blatant advertorial submissions within the Agency Updates or Synagogue News sections of *Jewish LIVING Delaware*. This space is help for editorial content and is provided as a courtesy to our local

Jewish agencies and synagogues. Therefore, we kindly ask that you adhere to the following additional guidelines when submitting articles:

1. Editorial content should attempt to tell a story—from thought pieces about current events/news to true accounts of an individual or a group experience. It should blend effortlessly into the publication and should avoid overtly selling or promoting a product, event, or service. The overuse of exclamation marks, capitalization, and other text formatting is strongly discouraged.
2. If your intent is to promote an event or service, the specific details and/or call to action—including contact information, cost, location, etc.—may only be included in a small call-out box, which would accompany the article. Although this information serves as secondary to the main story, it can be equally impactful and memorable through its association with the valued content written in the body of the editorial.
3. ALL submissions, including those outside of the Agency Updates and Synagogue News sections (with the exception of Federation Focus) must also follow the guidelines as outlined above in regard to editorial.

NOTE: It is not a guarantee that a submission will be published. Any content that may be deemed aggressive, disrespectful, or potentially controversial/biased, will be routed through members of the *Jewish LIVING Delaware* Committee, or any other party deemed necessary, for review and approval. Should you have any questions or concerns regarding content, please email Emma@ShalomDel.org to discuss your ideas and the direction of your article **before** submitting.

EDITORIAL:

EMMA DRIBAN
Emma@ShalomDel.org

CREATIVE:

ALEXANDRA TORNEK
JewishLivingDelaware@gmail.com

ADVERTISING:

RACHEL GAROFOLLO
Rachel@ShalomDel.org

CONTACT US:

MAIN 302-427-2100
FAX 302-427-2438
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COMMUNITY CALENDAR

- All community calendar events should be submitted in the following format:

Day of Week, Month and Day

Program Title

Time on/at Location

Event description/other necessary details

Registration link/contact information

PHOTOGRAPHS

- All photographs must be high-resolution jpg/jpeg files (minimum resolution of 300 dpi).
- You **must** include a credit for each image. Photographs without credit will not be accepted.
- Please also include a caption for each photograph, including the names of each person depicted to ensure accuracy in spelling and representation. Captions may be submitted in the body of your email or in a Word Document.
- Credits and captions are required for ALL photo submissions, whether they are attached to an article or intended for inclusion in the Jewish Scene section.
- Cover images may also be submitted for consideration. Please provide a credit that will be included within the Table of Contents page.

NOTE: We do not pay usage fees for any images or content submitted to *Jewish LIVING Delaware*.

JEWISH SCENE

- Each submission **MUST** include a caption and photo credit. Captions may be no longer than 50 words, unless otherwise granted permission.
- Please limit each submission to a maximum of four pictures.
- If your picture has a group larger than six people, please submit just one picture so we can make it large enough to see everyone's faces.
- When submitting pictures of groups, please include the names of everyone depicted.

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2024 PUBLICATION CALENDAR

JANUARY 2024

Food & Heritage

- **Ad & Copy Deadline:**
WEDNESDAY, NOVEMBER 22 (2023)
- In homes first week in JANUARY

FEBRUARY 2024

Art & Culture

- **Ad & Copy Deadline:**
WEDNESDAY, DECEMBER 27 (2023)
- In homes first week in FEBRUARY

MARCH 2024

Travel & Recreation
Summer Camp Guide

- **Ad & Copy Deadline: WEDNESDAY, JANUARY 24**
- In homes first week in MARCH

APRIL 2024 – Expanded Issue

Passover & Israel

First Seder: April 22; Passover ends April 30

- **Ad & Copy Deadline: MONDAY, FEBRUARY 26**
- In homes first week in APRIL

MAY 2024

Health & Wellness

Memorial Day: May 27

- **Ad & Copy Deadline: MONDAY, MARCH 25**
- In homes first week in MAY

JUNE 2024

Senior Life

Shavuot: June 12-13

- **Ad & Copy Deadline: FRIDAY, APRIL 26**
- In homes first week in JUNE

JULY 2024 – Expanded Issue

SHALOM Delaware Guide 2024

Annual Jewish Community Guide to life
in Delaware & the Brandywine Valley

- **Ad & Copy Deadline: FRIDAY, MAY 24**
- In homes first week in JULY

AUGUST 2024

Education & Technology

- **Ad & Copy Deadline: MONDAY, JUNE 24**
- In homes first week in AUGUST

SEPTEMBER 2024

The Women's Issue

Ad & Copy Deadline: WEDNESDAY, JULY 24

- In homes first week in SEPTEMBER

OCTOBER 2024 - Expanded Issue

High Holy Days

Erev Rosh Hashanah: Oct 2; Rosh Hashanah: Oct 3-4

Yom Kippur Oct 11-12

Sukkot: Oct 16-Oct 23; Shemini Atzeret/Simchat Torah: Oct 24-25

- **Ad & Copy Deadline: TUESDAY, AUGUST 27**
- In homes first week in OCTOBER

NOVEMBER 2024

Family Life

Thanksgiving: Nov 28

- **Ad & Copy Deadline: MONDAY, SEPTEMBER 23**
- In homes first week in NOVEMBER

DECEMBER 2024 – Expanded Issue

Chanukah

Chanukah: Dec 25- Jan 2

- **Ad & Copy Deadline: WEDNESDAY, OCTOBER 23**
- In homes first week in DECEMBER

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