

MitzvahMarket.com
Delivering clever, useful & entertaining ideas

ADVERTISE WITH
MitzvahMarket.com
AND REACH OUR
TARGETED AUDIENCE OF
MITZVAH PLANNING FAMILIES

*PRICING SUBJECT TO CHANGE

Contact the Mitzvah Market team:

Sheri Lapidus, Founder -
Sheri@MitzvahMarket.com
516-445-2394

Galit Greenspan, Sales -
Galit@MitzvahMarket.com
516-661-6288

Bonnie Brenner, Editorial -
Bonnie@MitzvahMarket.com
516-297-1345

MitzvahMarket.com

Delivering clever, useful & entertaining ideas

What is MitzvahMarket.com?

Since our November 2008 launch, Mitzvah Market and our email newsletter, Mitzvah Market Mail have both become trusted sources for families planning their child's Bar or Bat Mitzvah.

Created by real-life professional Mitzvah Moms, we deliver clever, useful and entertaining ideas to make planning your child's Bar or Bat Mitzvah less stressful and more fun. We cover everything from the latest party trends, to cost-saving tips and Mom-to-Mom advice all in a conversational tone.

Mitzvah Market Mail is viral. Each time a newsletter is sent, the subscriber base grows, thanks to the power of the forward button. Our database has grown over 500% since launch and continues to grow everyday. Our newsletter open rate consistently averages between 35% and 40% each week.

Our Website's traffic has increased each month since re-launching the site in November 2009, when we became the official Website for the Bar/Bat Mitzvah Guide magazine, reaching their 220,000+ subscribers nationwide. Their 8 editions are published yearly and we have joint advertising packages to give you a combination of print, e-newsletters and Website exposure to reach the Bar/Bat Mitzvah market.

Our Vendor Directory is divided into various Mitzvah related categories and is searchable by city. It is the area most often visited when readers navigate through our Website. Each user spends on average 4 minutes clicking around Mitzvah Market.

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Contact the Mitzvah Market team to discuss advertising and editorial opportunities:



Bonnie Brenner

Sheri Lapidus

Galit Greenspan

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VENDOR TESTIMONIALS

I've been in the catering business for over twenty years and have yet to find a better place to reach potential clients than "Mitzvah Market." I've been very, very pleased by the amount of business that I have received as a result of us being part of the Mitzvah Market family. I certainly intend to maintain my relationship with the company, I'd be a fool not to. Mitzvah Market readers are great customers!

Jeff Tobias, Tobo Foods

Mitzvah Market is a Mitzvah in itself, an incredible resource for families planning a Bar/Bat Mitzvah, and a remarkable tool for Vendors looking to connect with new clientele. Their readership is chock full of savvy parents who recognize a unique service when they see it. A Mitzvah Market lead is a qualified lead. The Website has changed my business, I'm very grateful."

Simon Miller, President, Simphonic Events

Mitzvah Market is one of my favorite marketing tools. It is a direct avenue to all the Mitzvah Moms presented in a friendly, conversational format. I think it makes the Moms and Dads feel comfortable, more like a chat room than a Website advertising Vendors. In addition, Sheri couldn't make booking and planning my marketing strategy any easier. She is always available for questions and has lots of suggestions and new ideas. Mitzvah Market is a terrific site if you are looking to reach Mitzvah parents.

Margaret Fescina, Senior Event Coordinator, NY Party Works

MITZVAH MOM TESTIMONIALS

I love the emails that I have received from Mitzvah Market. One of the emails has inspired my daughter to decide on her Mitzvah Project! I also like the ideas and information on where to find items and information.

Cheryl S.

I just wanted to say that I love your Website. I just saw 13 this past weekend and was able to see it half price because of the discount I received from Mitzvah Market. My daughter and I LOVED IT! I'm planning my daughter's Bat Mitzvah right now, so I appreciate all the ideas that you have posted so far.

Robin F.

Mitzvah Market was an integral part in the planning of my daughter's recent Bat Mitzvah. I loved receiving the weekly newsletters and found many unique ideas and inspirations from other Mitzvah Moms. I also liked the caliber of the Vendors who advertise with MitzvahMarket.com.

Andi M.

My son and I are both reading your newsletters and Website regularly in preparation for his upcoming Bar Mitzvah. We love everytime you have a new Mitzvah Family Spotlight, it gives us so many great ideas! We also have called many of the Vendors in the directory. Thanks for all your help!

Sue B.

Great piece on Dr. Keri Greene and braces. I'm enjoying your newsletters and will forward to others.

Olivia R.

MitzvahMarket.com

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ABOUT THE VENDOR DIRECTORY
 LET OUR MITZVAH-PLANNING READERS LEARN ABOUT
 YOUR BUSINESS AS THEY SEARCH FOR VENDORS THROUGH
 OUR UNIQUE VENDOR DIRECTORY ON MITZVAHMARKET.COM.
 WE HAVE TWO TYPES OF LISTINGS:

- **EXTENDED PROFILE PAGE**

Our extended profile page lets you explain your business to our readers through a Q & A, customer testimonials, examples of your work, expert advice and much more

- **MINI-LISTING**

We create an 85-word listing of your product/service with an image and hyperlink to your Website

The Official Website for the Bar/Bat Mitzvah Guide

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March 19th, 2010

****A PROMOS USA** Extended Profile**

A PROMOS USA
THE IMAGE MAKER & ARROW PROMOTIONS
143 E. HERRICK RD. FREEPORT, NY 11520
800-987-8766 sales@imagemakerusa.com
www.mitzvah.com/extended/143EofFreeport

Are you looking for wearable Mitzvah favors? Work Factory-Direct with **A Promos USA**. You'll cut out the middle man, and save more money! In a bind? We offer 24 Hour Rush Service.

Full Front **Inside Print** **Full Back**

Fabulous Fashion Foil & Multiple Print Locations

Not only do we cater to the Bar and Bat Mitzvah party market, we also provide screen printing, embroidery and promotional products for camps, businesses, concerts, schools and teams, fire departments, anniversaries, fundraisers and more. We have hundreds of thousands of promotional items to choose from. Call, email, stop in or visit our [Website](#), we ship nationwide.

Mitzvah Hello

We got the chance to speak with Shira Younger from A Promos USA dba **The ImageMaker** to learn more about their business:

MM: Please describe your business.
 SY: A Promos USA dba **The ImageMaker & Arrow Promotions** is a Fashion-Forward Screen Printing, Embroidery and Promotional Products Company. We specialize in creating the most Unbelievable and Creative Custom Party Favors for Bar and Bat Mitzvahs.

Mitzvah 411
 Company Name: A Promos USA dba The ImageMaker & Arrow Promotions
 Address: 143 E. Herrick Road Freeport, NY 11520
 Service Area: Long Island, Westchester, NYC, Queens, Brooklyn, New Jersey, Connecticut, Nationwide
 Contact Name: Windy Younger / Shira Younger
 Phone: 800-987-8766 or 516-377-0186
 Email: sales@imagemakerusa.com

Rave Review

Here's what others are saying:
 "The sweatshirts, all I can say: Love 'em! Love 'em! Love 'em! And you girls are fabulous to work with. The art is unbelievable."
 -- Al. Furman Plainfield, NJ

"Windy & Staff are Incredibly creative and made a CRAAZZZY stressful time-LIKE A VACATION!!! They are FABULOUS, and the sweatshirts are Gorgeous. Using ImageMaker is a No-Brainer!"
 -- J.F. Woodmere, NY

"Beautiful! I received positive comments from all of the guests and I see the kids wearing the sweatshirts all over town. We're so happy with them. By the way, we washed them and they stayed so nice - the colors are bright just the way we wanted it and they stayed bright after washing too. See ya in 2 years for the next one!"
 -- C. Mark Harris, NY

"Just wanted to thank you. I just received the sweatshirts and they were

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 212-979-9667
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Vendor Directory

Search Vendors Search by City Go

Rock Mitzvah Entertainment - DJs/Music/Band

ROCKMITZVAH

914-419-3610
www.rockmitzvah.com

Want to turn your child into a rock star? Any musical child can be an actual participating member of the band at their own celebration. If your child has friends who play music, they can join in as well. Does Aunt Margie strum, blow a horn, bang a drum or sing? They can jam along. Rockmitzvah provides full service musical entertainment at your event, and has the unique pleasure of creating a memorable musical right of passage for the entire family.

Share This All Vendors Previous Vendor Next Vendor

Check Out Our Mitzvah Family Spotlights

Check out the Mitzvah Family Spotlights

The Mitzvah Family Spotlights

The Mitzvah Family Spotlights

The Mitzvah Family Spotlights

MitzvahMarket.com

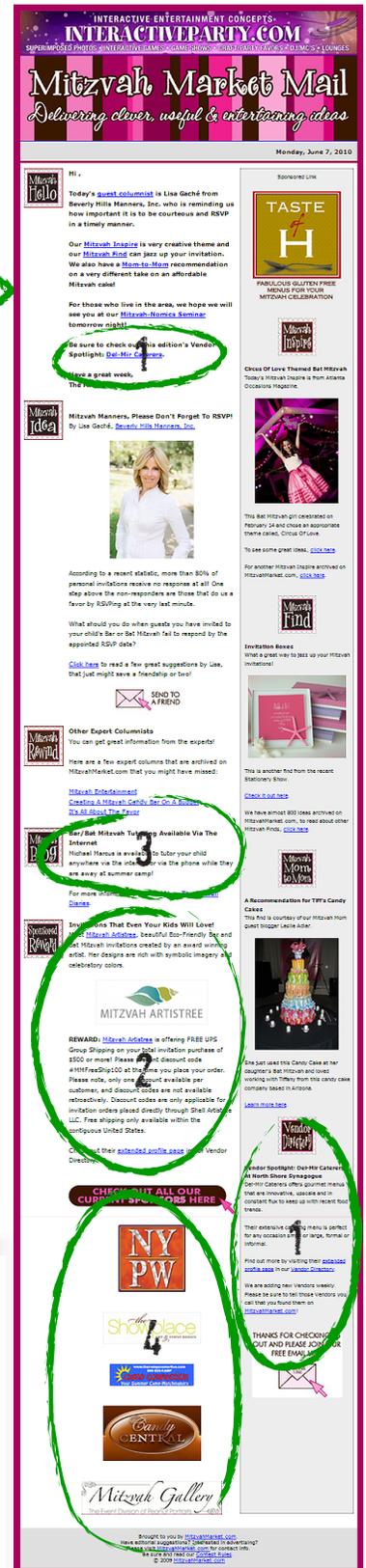
Delivering clever, useful & entertaining ideas

\$1200

**ONE YEAR VIP AD PACKAGE
COMBINED EXPOSURE ON OUR WEBSITE
& E-NEWSLETTERS**

- Extended profile page in our Vendor Directory for 1 year
- Each month gain additional and consistent exposure in our e-newsletters through at least one of the following: 1 - Vendor Spotlight, 2 - an e-newsletter ad, 3 - Mitzvah Diary Blog post, 4 - hyperlinked logos and more!
- Serve as a "Guest Columnist" or "Expert" in one e-newsletter and share your expertise with our readers
- Social Media - We promote our MitzvahMarket.com content every day on Twitter, Facebook, LinkedIn and ShoutOMatic

E-NEWSLETTER



Be sure to check out this edition's Vendor Spotlight: [Del-Mir Caterers](#).



Vendor Spotlight: Del-Mir Caterers At North Shore Synagogue
Del-Mir Caterers offers gourmet menus that are innovative, upscale and in constant flux to keep up with recent food trends.

Their extensive catering menu is perfect for any occasion small or large, formal or informal.

Find out more by visiting their [extended profile page](#) in our [Vendor Directory](#).

We are adding new Vendors weekly. Please be sure to tell those Vendors you call that you found them on [MitzvahMarket.com!](#)



Invitations That Even Your Kids Will Love!
Meet [Mitzvah Artistree](#), beautiful Eco-Friendly Bar and Bat Mitzvah invitations created by an award winning artist. Her designs are rich with symbolic imagery and celebratory colors.



REWARD: [Mitzvah Artistree](#) is offering FREE UPS Group Shipping on your total invitation purchase of \$500 or more! Please present discount code #MMFFreeShip100 at the time you place your order. Please note, only one discount available per customer, and discount codes are not available retroactively. Discount codes are only applicable for invitation orders placed directly through Shell Artistree LLC. Free shipping only available within the contiguous United States.

Check out their [extended profile page](#) in our Vendor Directory.

CHECK OUT ALL OUR CURRENT SPONSORS HERE



Bar/Bat Mitzvah Tutoring Available Via The Internet

Michael Marcus is available to tutor your child anywhere via the internet or via the phone while they are away at summer camp!

For more information, visit our [blog: The Mitzvah Diaries](#).

CHECK OUT ALL OUR CURRENT SPONSORS HERE



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Have a question? Contact us at [info@mitzvahmarket.com](#)
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MitzvahMarket.com

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\$600

SIX MONTH VENDOR DIRECTORY PACKAGE
 COMBINED EXPOSURE ON OUR WEBSITE
 & E-NEWSLETTERS

E-NEWSLETTER

- Extended profile page in our Vendor Directory for 6 months
- 6 hyperlinked logos throughout your term in our e-newsletters
- Social Media - We promote our MitzvahMarket.com content every day on Twitter, Facebook, LinkedIn and ShoutOMatic

The Official Website for the Bar/Bat Mitzvah Guide

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Mitzvah Vendor

October 11th, 2009

****MAUI WOWI** Extended Profile**

Maui Wowi adds the spirit of Aloha to your Mitzvah with fresh fruit smoothies in a dozen all-natural, non-fat flavors. Both kids and adults flock to the fun and festive tiki bar to enjoy smoothies complete with tiny decorative parasols. These delicious (and healthy - but don't tell your kids) drinks are whipped up by Hawaiian-shirted servers. Our tastebuds are watering.

Meet Maui Wowi
 Mitch York is the man behind Maui Wowi. He prides himself on customer service and a first-class product. Mitzvah Market caught up with Mitch to learn more

Mitzvah 411

Website: Visit now!
 Service Area: Entire East Coast
 Contact: Mitch York
 Phone: 516-314-7169
 Email: myork111@gmail.com

Mitvah Cliff Notes

Cliff Notes

Maui Wowi makes fresh fruit smoothies, espresso drinks, cappuccinos, Hawaiian coffees, frozen cocktails, daiquiris, pina colodas, margaritas, frozen cocktails and gourmet hot/cold chocolate drinks for parties/events in the metro NY/NJ/CT area, the entire Mid-Atlantic and North Carolina. You can see them at Sweet 16s, Birthdays, graduations, proms, college events, office parties, fundraisers, corporate health fairs, picnics, employee appreciation events and product promotions and more.

Interactive Entertainment Concepts

CHECK OUT ALL OUR CURRENT SPONSORS HERE

NY PW

Showplace

Party Central

Mitvah Gallery

EXTENDED PROFILE PAGE

HYPERLINKED LOGOS

INTERACTIVE ENTERTAINMENT CONCEPTS
 INTERACTIVE PARTY.COM

Mitzvah Market Mail

Delivering clever, useful & entertaining ideas

Monday, June 7, 2010

TASTE

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PARCELUS GLUTTEN FREE MENUS FOR YOUR MITZVAH CELEBRATION

Check Out Love Themed Bat Mitzvah

Mitzvah Manners, Please Don't Forget to RSVP!

Other Expert Columnists

Mitvah Blog

Invitations That Even Your Kids Will Love!

Mitvah Artistree

REWARDS: Mitzvah Artistree is offering FREE UPS

Check out all our current sponsors here

NY PW

Showplace

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Mitvah Gallery

THANKS FOR CHECKING US OUT AND PLEASE JOIN OUR FREE EMAIL LIST!

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\$300

**THREE MONTH VENDOR DIRECTORY PACKAGE
COMBINED EXPOSURE ON OUR WEBSITE
& E-NEWSLETTERS**

E-NEWSLETTER

- Extended profile page in our Vendor Directory for 3 months
- 3 hyperlinked logos throughout your term in our e-newsletters
- Social Media - We promote our MitzvahMarket.com content every day on Twitter, Facebook, LinkedIn and ShoutOMatic

The Official Website for the Bar/Bat Mitzvah Guide

Mitzvah Market

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HOME MITZVAH IDEAS MITZVAH SPOTLIGHT VENDOR DIRECTORY BLOG: MITZVAH DIARIES MITZVAH TV MITZVAH LISTS

October 11th, 2009

****MAUI WOWI** Extended Profile**

MAUI WOWI HAWAIIAN COFFEES & SMOOTHIES

ALOHA

Maui Wowi adds the spirit of Aloha to your Mitzvah with fresh fruit smoothies in a dozen all-natural, non-fat flavors. Both kids and adults flock to the fun and festive tiki bar to enjoy smoothies complete with tiny decorative parasols. These delicious (and healthy - but don't tell your kids) drinks are whipped up by Hawaiian-shirted servers. Our taste buds are watering.

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EXTENDED PROFILE PAGE

INTERACTIVE ENTERTAINMENT CONCEPTS
INTERACTIVEPARTY.COM
SUPERIMPOSED PHOTOS • MITZVAH ARTISTREE • CANDY CENTRAL • MITZVAH GALLERY

Mitzvah Market Mail

Delivering clever, useful & entertaining ideas

Monday, June 7, 2010

Hi -

Today's **Guest Columnist** is Lisa Goch from Beverly Hills Manners, Inc. who is reminding us how important it is to be courteous and RSVP in a timely manner.

Our **Mitzvah Inspiration** is very creative theme and our **Mitzvah Blog** was just up your invitation. We also have a **Mem-to-Mem** recommendation on a very different take on an affordable Mitzvah cake!

For those who live in the area, we hope we will see you at our **Mitzvah-Manners-Mem** tomorrow night!

Be sure to check out this edition's Vendor Spotlight: **Dot-Mir Catering**.

Have a great week,
The Mitzvah Market Team

Mitzvah Idea
Mitzvah Manners, Please Don't Forget to RSVP!
By Lisa Goch, Beverly Hills Manners, Inc.

Mitzvah Find
This Bar/Bat Mitzvah gift is available at February 14 and check an awesome theme cake, Circus Of Love.

Invitation Boxes
What a great way to keep up your Mitzvah invitations.

SEND TO A FRIEND

Other Expert Columnists
You can get great information from the experts!
Here are a few expert columns that we archived on MitzvahMarket.com that you might have missed.

Mitzvah Inspiration
Candy & Mitzvah Candy Bar On A Budget It's All About The Flavor

Mitzvah Blog
Bar/Bat Mitzvah Tutoring Available Via The Internet
Mitzvah Manners is available to tutor your child anywhere via the internet or via the phone while they are away at summer camp!

For more information, visit our **Blog: The Mitzvah Diaries**.

Mitzvah Inspiration
Invitations That Even Your Kids Will Love!
Meet **Mitzvah Artistree**, beautiful Eco-Friendly Bar and Bat Mitzvah Invitations created by an award-winning artist. Her designs are rich with symbolic imagery and celebratory colors.

MITZVAH ARTISTREE

REWARD: **Mitzvah Artistree** is offering FREE UPS Ground Shipping on your total invitation purchase of \$500 or more! Please present discount code **MITZVAH20100** at the time you place your order. Please note, only one discount available per customer, and discount codes are not available retroactively. Discount codes are only applicable for invitation orders placed directly through **Interactive Party Concepts LLC**. Free shipping only available within the contiguous United States.

Check out their **website and/or page** in our Vendor Directory.

CHECK OUT ALL OUR CURRENT SPONSORS HERE

NY PW

Showplace

Candy Central

Mitzvah Gallery

Vendor Spotlight: Dot-Mir Catering
At North Shore Synagogue, Dot-Mir Catering offers gourmet menus that are innovative, unique and in complete line with their respect for traditions.

Find out more by visiting their **website** or their **Vendor Directory**.

We are adding new vendors weekly. Please be sure to check these vendors out so that you find them on **MitzvahMarket.com!**

THANKS FOR CHECKING US OUT AND PLEASE JOIN OUR FREE EMAIL LIST!

Brought to you by **Interactive Party Concepts LLC**.
Have a feedback suggestion? We'd love to hear it!
Please visit **http://www.interactiveparty.com** for contact info.
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HYPERLINKED LOGOS

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\$350

WHAT'S NEW PACKAGE
 COMBINED EXPOSURE ON OUR WEBSITES' HOMEPAGE,
 VENDOR DIRECTORY & E-NEWSLETTERS

- Your deal/discount will be featured for a 3 day period of time on our Website's homepage next to the "What's New" button

- Your logo with a hyperlink to your Website will be featured in a Mitzvah Market Mail newsletter as the "Sponsored Deal/Discount"



E-NEWSLETTER

- Mini-listing in our Vendor Directory under the new category "Deals & Discounts." You provide a deal or discount for our readers that is good for 1 year, we create the listing with your logo and a hyperlink to your Website
- Additional listing in another category of your choice



Vendor Directory

Search Vendors Search by City Go

****DEALS AND DISCOUNTS****

- Balloons
- Bar/Bat Mitzvah
- Beauty

Vendor Directory

DanceJock Productions

****DEALS AND DISCOUNTS****



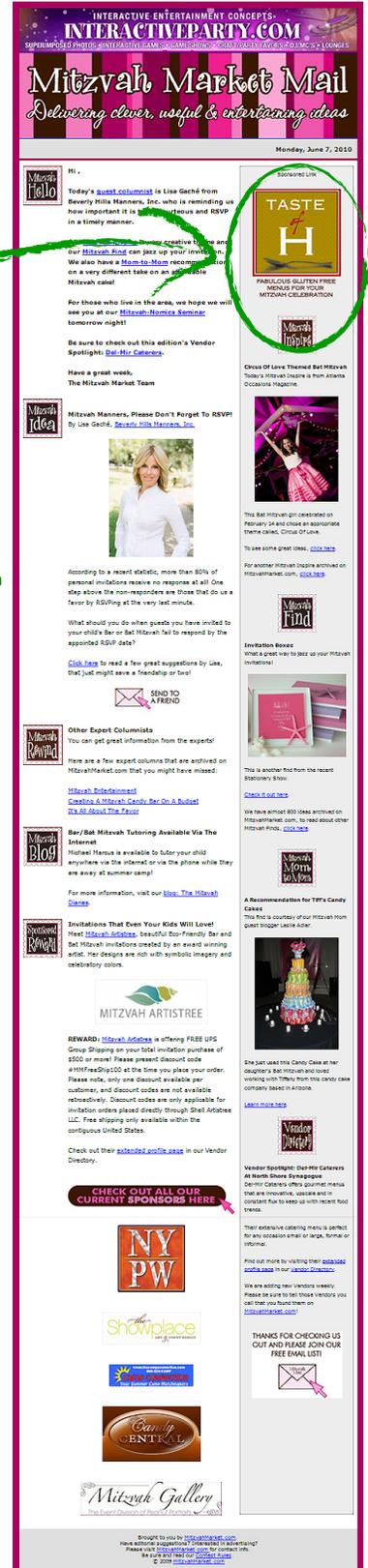
DanceJock Productions

DanceJock Productions is a full time, highly professional, DJ entertainment company servicing the East Coast. Your event will be unique because they can customize a package designed with your needs, wishes and budget in mind.

SPECIAL OFFER FROM DANCEJOCK PRODUCTIONS

When new customers book multiple services with DanceJock Productions they will receive **10% off**.

Learn more about DanceJock Productions by visiting their [extended profile page](#) on MitzvahMarket.com.



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ONE MONTH BANNER PACKAGE
YOUR CHOICE OF THE FOLLOWING:

WEBSITE

- Your hyperlinked banner ad will rotate on all Website pages (except homepage)
- Artwork must be provided (120 pixels x 600 pixels)

E-NEWSLETTER

- Your hyperlinked banner ad at the top of the Mitzvah Market Mail e-newsletter 8 times)
- Artwork must be provided (550 pixels x 70 pixels)

SPONSOR LOGO LINK

- Your hyperlinked graphic logo will appear at the top right column of the Mitzvah Market Mail e-newsletter
- Artwork must be provided (175 pixels x 175 pixels)



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\$75

HYPERLINKS
\$25 PER HYPERLINK LOGO/3 LINK MINIMUM

- Your logo will be placed in 3 e-newsletters within a 2 month timeframe

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Camp Connection
Your Summer Camp Matchmakers

Candy Central

Mitzvah Gallery
The Event Division of Pearl's Portraits

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Mitzvah Market Mail

Delivering clever, useful & entertaining ideas

Monday, June 7, 2010

Mitzvah Hello

Hi!

Today's **expert columnist** is Lisa Gedché from Beverly Hills Manners, Inc. who is reminding us how important it is to be courteous and RSVP in a timely manner.

Our **Mitzvah Magic** is very creative theme and our **Mitzvah Mood** can jazz up your invitation. We also have a **Mom-to-Mom** recommendation on a very different take on an affordable Mitzvah cater!

For those who live in the area, we hope we will see you at our **Mitzvah-Monday Seminar** tomorrow night!

Be sure to check out this edition's Vendor Spotlight: **Dee-Mir Catering**.

Have a great week,
 The Mitzvah Market Team

Mitzvah Idea

Mitzvah Manners, Please Don't Forget to RSVP!
 By Lisa Gedché, [Search With Heaven, Inc.](#)

According to a recent statistic, more than 80% of personal invitations receive no response at all! One step above the non-responses are those that do us a favor by RSVP'ing at the very last minute.

What should you do when guests you have invited to your child's Bar or Bat Mitzvah fail to respond by the expected RSVP date?

[Click here](#) to read a few great suggestions by Lisa. That just might save a friendship or two!

SEND TO A FRIEND

Mitzvah Review

Other Expert Columnists
 You can get great information from the expert!

Here are a few expert columns that are archived on MitzvahMarket.com that you might have missed.

[Mitzvah Photography](#)
[Creating A Mitzvah Candy Bar Or A Buffet](#)
[It's All About The Favor](#)

Mitzvah Blog

Bar/Bat Mitzvah Tutoring Available Via The Internet
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Mitzvah Review

Invitations That Even Your Kids Will Love!
 Mitzvah Invitations created by an award winning artist. Her designs are rich with symbolic imagery and celebratory colors.

MITZVAH ARTISTREE

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Check out their [extended profile page](#) in our Vendor Directory.

CHECK OUT ALL OUR CURRENT SPONSORS HERE

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THANKS FOR CHECKING US OUT AND READING OUR FREE EMAIL LIST!

Brought to you by [InteractiveParty.com](#)
 Have another suggestion? Please contact us at [support@interactiveparty.com](#) or call us at 800-707-8462 or 310-310-3100
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E-NEWSLETTER

MitzvahMarket.com

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\$500

DEDICATED ONE-TIME EMAIL CAMPAIGN

- Only 1 time per month, we send a dedicated email to our database of Mitzvah Market Mail readers branded and written exclusively for one Vendor
- The Mitzvah Market team will work one-on-one with the Vendors to create an engaging and compelling call to action with graphics and hyperlinks
- This campaign is highly visible and very exclusive. Limited to only 12 Vendors a year!



Mitzvah Market Mail
FLASH sale
Limited Time Offer

Dedicated Newsletter: Special Offer From NY Party Works

Mitzvah Offer
Limited Time Offer

Hello All,

From time to time we deliver a dedicated e-newsletter from one Mitzvah Vendor.

Today we are excited to be bringing you TWO very special offers from [NY Party Works](#), but you must act on these offers by Wednesday, February 3, 2010!

1. For a limited time, you can give your guests a photo souvenir at your next event. [NY Party Works](#) strip style photo booth produces photos in black and white or color.



Sample of customized photo strip

It's a great way to take candid shots with family and friends at your Mitzvah. As a bonus, this booth produces 2 sets of prints (4 to each strip), so you have one for the guest and one for you to keep!

It is also fast, compact, easy and there are a few options available so you can customize your booth!



SAMPLE OF EMAIL CAMPAIGN