

2018–2019 Season Program Book
Advertising Contract and Invoice

Contact Ashlei Melillo: ashlei@berkshiretheatre.org



Dear Friend:

2018 marks a very special Anniversary for Berkshire Theatre. For over 90 years, our stages in Stockbridge have featured some of the finest artists in American Theatre history. To celebrate this Anniversary, we are creating a commemorative, magazine-sized program book. Not only will be the ads be larger, we will be offering a new size dedicated for Anniversary messages.

Berkshire Theatre Group is the premier performing arts organization in Western Massachusetts, producing and presenting theatre, music, comedy, dance and family programming year-round on our stages in Pittsfield and Stockbridge. Our complimentary program book is distributed to every patron who attends one of our events.

Advertise in our program book and receive the following benefits:

- Exposure to over 68,000 patrons who are the single greatest driving force of our economy, spending millions of dollars locally.
- One year of advertisement! Your message will be public from July 2018 through June 2019 and since this is an Anniversary book, it will remain an important part of BTG's historical archives for decades.
- Multiple complimentary tickets to one or more of our summer theatre productions depending on the size of your ad, plus additional opportunities to see our year-round shows via email invite!
- Company listing in the Colonial, Unicorn, and Main Stage Theatre lobbies.

The Berkshires is thriving with art and culture, making it a destination spot for residents as well as tourists. Your support is vital to our continued work entertaining and enriching our community, as well as educating our children.

You will find everything you need to know about how to advertise with us on the rate sheet enclosed. Reservation and material deadlines are April 13, 2018. We look forward to celebrating together!

Warm regards,

Kate Maguire
Artistic Director, CEO

Ashlei Melillo
Assistant to the
Artistic Director, CEO

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Advertiser Billing Contact

Address

City State Zip.....

Telephone Email.....

Artwork Contact

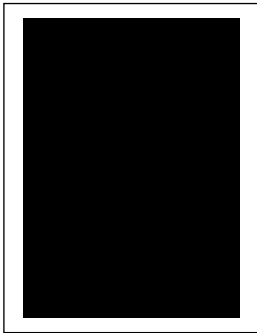
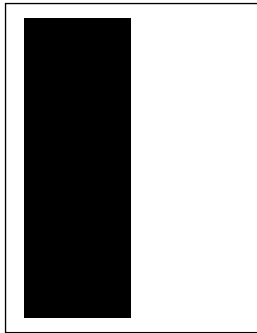
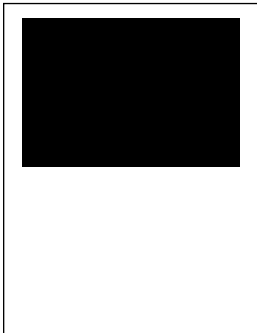
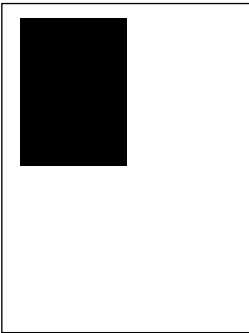
Camera-ready art be emailed to **john@berkshiretheatre.org** by April 13, 2018

Telephone

BTG will "create ad." Ad creation is billed at \$100 per ad.

Email

Please check the box next to the desired size and rate then calculate the total below.

Full Page 7.25"w x 10"h	1/2 Page V 3.5625"w x 10"h	1/2 Page H 7.25"w x 4.9375"h	1/4 Page 3.5625"w x 4.9375"h
			

Black and white ad prices:

- 1/4 Page Ad.....**\$793**
- 1/2 Page Ad.....**\$1,380**
- Full Page Ad.....**\$2,350**

Color ad prices:

- 1/4 Page Ad.....**\$1,000**
- 1/2 Page Ad.....**\$1,790**
- Full Page Color Ad.....**\$2,900**
- Inside Cover Ad (front or back).....**\$4,800**
 Inside Cover Ad size 8.5"w x 11"h with 0.125" bleed

File Format/Submission: PDF with all fonts embedded, InDesign files collected with all supporting files and fonts included and properly linked, EPS files from Illustrator or PhotoShop with all type converted to paths. Image files must be 300dpi, CMYK or greyscale.

Payment: No agency commissions are given. This is your invoice. You will not be sent an invoice unless your payment is overdue. A 1.5% finance charge per month will be added to overdue payments.

\$ Total

- Mail Check to: The Colonial Theatre, 111 South St., Pittsfield, MA 01201 by: April 13, 2018
- I wish to pay by credit card: Please call BTG Box Office at (413) 997-4444

Signature Date

