

UNICORN · COLONIAL · FITZPATRICK

# BERKSHIRE THEATRE GROUP

2020–2021 Season Program Book Advertising Contract and Invoice  
Contact Jacey Russell: [advertising@berkshiretheatre.org](mailto:advertising@berkshiretheatre.org)



Dear Friend:

The Berkshires is America's premiere cultural destination each summer. Berkshire Theatre Group leads the way with significant and exciting programming year-round on our stages in Pittsfield and Stockbridge. For over 90 years, our stages in Stockbridge have featured some of the finest artists in American Theatre history. 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.
- BTG's total economic impact is over 5.1 million dollars every year.
- One year of advertisement! Your message will be public from **June 2020 through May 2021**.
- 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.

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 10, 2020. We look forward to celebrating together!

Warm regards,

A handwritten signature in black ink that reads "Kate Maguire".

Kate Maguire  
Artistic Director, CEO

A handwritten signature in black ink that reads "Jacey Russell".

Jacey Russell  
Account Coordinator

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**BERKSHIRE**  
 THEATRE GROUP



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Advertiser ..... Billing Contact .....

Address .....

City ..... State ..... Zip .....

Telephone ..... Email .....

Artwork Contact ..... Repeat ad from 2019/20 Program Book

Telephone ..... Camera-ready art be emailed to **john@berkshiretheatre.org** by April 10, 2020

Email ..... BTG will “create ad.” Ad creation is billed at \$100 per ad.

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

Full Page 5”w x 8”h	1/2 Page V 2.375”w x 8”h	1/2 Page H 5”w x 3.875”h	1/4 Page 2.375”w x 3.875”h

**Black and white ad prices:**

1/4 Page Ad..... **\$700**  
 1/2 Page Ad..... **\$1,200**  
 Full Page Ad ..... **\$2,200**

**Year round Lobby Flat Screen Display Ad:**

1920 pixels x 1080 pixels ..... **\$750**

**Color ad prices:**

1/4 Page Ad..... **\$900**  
 1/2 Page Ad..... **\$1,500**  
 Full Page Color Ad ..... **\$2,500**

Inside Cover Ad (front or back)..... **\$3,500**

Inside Cover Ad size 5.5”w x 8.5”h with 0.125” bleed on all sides. Live area 5.25”w x 8.25”h.

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.

\$ ..... Total

Email Invoice    Mail Invoice

Make Check payable to/mail to: **Berkshire Theatre Group**  
 111 South St., Pittsfield, MA 01201

**OR**

Pay by credit card: 413-448-8084 x 13

Signature ..... Date .....

