

UNICORN · COLONIAL · PLAYHOUSE
BERKSHIRE
 THEATRE GROUP



Adam Huel Potter, David Toole & Kurt Zischke in *Once*, 2022.
 Photo by Emma K. Rothenberg-Ware.

2023–2024 Season Digital Program Book Advertising Contract and Invoice
 Contact Melissa Markstein: advertising@berkshiretheatre.org

Advertiser Billing Contact

Address

City State Zip

Telephone Email

Artwork Contact Repeat ad from 2022/23 Program Book
 Telephone Camera-ready art be emailed to **advertising@berkshiretheatre.org by April 7, 2023.**
 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)..... **\$3,000**
 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: Although we are producing a digital book this year, we would like to keep the quality of the ad artwork high. Ads should be saved as 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 x102

Signature Date