

UNICORN · COLONIAL · PLAYHOUSE  
**BERKSHIRE**  
 THEATRE GROUP



Billy Rude, Colin Summers, Alessandro Gian Viviano and Bill Scott Sheets in *Million Dollar Quartet*, 2023. Photo by Emma K. Rothenberg-Ware.

2024–2025 Season Digital Program Book Advertising Contract and Invoice  
 Contact Karen Richards: advertising@berkshiretheatre.org

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

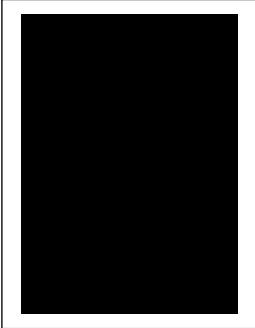
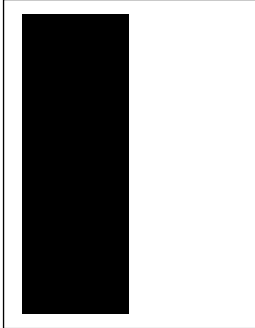
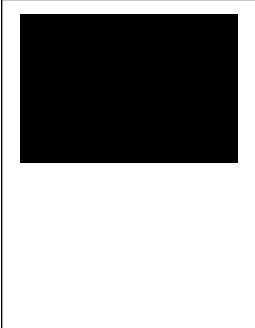
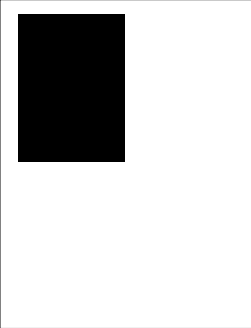
Address .....

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

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

Artwork Contact .....  Repeat ad from 2023/24 Program Book  
 Telephone .....  Camera-ready art be emailed to  
 Email ..... **advertising@berkshiretheatre.org by April 5, 2024.**  
 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
			

**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.

**12 Month Display Ad on Lobby Flat Screen**

- 1920 pixels x 1080 pixels ..... \$1000

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 .....