

2018

BIRCH CREEK

Music Performance Center



Thank you for supporting Birch Creek Music Performance Center through advertising in our Program Book. Approximately 5,000 program books will be distributed to concert-goers throughout the season. Your ad shows Birch Creek patrons how much you value our mission, students and instructors. If you need assistance with art requirements or have any questions about this contract, please feel free to contact Marketing Manager Emily Maher at marketing@birchcreek.org or 920.868.1305.

You may email the completed form to marketing@birchcreek.org, fax it to 920-868-1643, mail it to Birch Creek, PO Box 230, Egg Harbor, WI 54209, or drop it off during regular business hours at our campus at 3821 County E, three miles East of Egg Harbor. If you advertised in the 2017 Program Book, a copy of your ad is attached for reference.

Contract Deadline — Friday March 16, 2018 Artwork / Payment Deadline — Friday April 6, 2018

All ad sizes are available in color and black and white.

2017 program book advertisers with back cover, inside front cover, inside back cover and center-right page placement have right-of-first-refusal on these spaces for the 2018 program book. Please call for availability.

Advertiser _____	Contact Name _____
Winter Mailing Address _____	Summer Mailing Address _____
_____	_____
Winter Phone _____	Summer/Alt. Phone _____
Fax _____	Email _____
Design contact person name _____	Email/Phone _____

- | | | |
|---|---|---|
| <input type="checkbox"/> Outside Back Cover – \$850 | <input type="checkbox"/> 1/2 Vertical Color – \$450 | <input type="checkbox"/> 1/4 Vertical Color – \$305 |
| <input type="checkbox"/> Inside Front Cover – \$785 | <input type="checkbox"/> 1/2 Vertical B/W – \$395 | <input type="checkbox"/> 1/4 Vertical B/W – \$275 |
| <input type="checkbox"/> Inside Back Cover – \$785 | <input type="checkbox"/> 1/2 Horizontal Color – \$450 | <input type="checkbox"/> 1/4 Horizontal Color – \$305 |
| <input type="checkbox"/> Full Page Color – \$690 | <input type="checkbox"/> 1/2 Horizontal B/W – \$395 | <input type="checkbox"/> 1/4 Horizontal B/W – \$275 |
| <input type="checkbox"/> Full Page B/W – \$630 | <input type="checkbox"/> 1/3 Vertical Color – \$375 | <input type="checkbox"/> 1/6 Square Color – \$260 |
| <input type="checkbox"/> 2/3 Color – \$575 | <input type="checkbox"/> 1/3 Vertical B/W – \$340 | <input type="checkbox"/> 1/6 Square B/W – \$235 |
| <input type="checkbox"/> 2/3 B/W – \$515 | <input type="checkbox"/> 1/3 Horizontal Color – \$375 | |
| | <input type="checkbox"/> 1/3 Horizontal B/W – \$340 | |

- Please repeat my ad from the 2017 program book with no changes.
- New advertising materials in electronic format are being sent to **marketing@birchcreek.org** by April 6, 2018.

I am sending a check for \$_____ by April 6, 2018.

Please charge my credit card (check one) Visa MasterCard Discover American Express

Cardholder Name _____ Amount _____

Account Number _____ Exp. Date _____

Authorized Signature _____ Date _____

Advertising Contract Authorization

Signature _____ Date _____

BIRCH CREEK 2018 SEASON PROGRAM BOOK AD SIZES & RATES

FULL PAGE
5.75 x 8.75
b/w \$630
or
Color \$690

OUTSIDE BACK COVER
Color \$850

INSIDE COVER
Color \$785

CENTER RIGHT
Color \$735

2/3-PAGE
5.75 x 5.75
b/w \$515
or
color \$575

1/2-PAGE HORIZONTAL
5.75 x 4.25
b/w \$395
or
color \$450

1/2-PAGE VERTICAL
2.75 x 8.75
b/w \$395
or
color \$450

1/3-PAGE HORIZONTAL
5.75 x 2.75
b/w \$340
or
color \$375

1/3-PAGE VERTICAL
2.75 x 5.75
b/w \$340
or
color \$375

1/4-PAGE HORIZONTAL
5.75 x 2
b/w \$275
or
color \$305

1/4-PAGE VERTICAL
2.75 x 4.25
b/w \$275
or
color \$305

1/6-PAGE SQUARE
2.75 x 2.75
b/w \$235
or
color \$260

1/6-PAGE HORIZONTAL
5.75 x 2.75
b/w \$340
or
color \$375

TECHNICAL REQUIREMENTS

- **File formats:** High-res PDF files are preferred! All fonts embedded and exact sizes as shown above.
 - Mac compatible in Adobe Acrobat, Illustrator, Photoshop or InDesign. Package to include fonts and artwork plus a hard copy of your ad.
- Use **one** of the following methods to send your ad artwork:
 - 1.) **Email PDF** attachment to: marketing@birchcreek.org. Put "Birch Creek 2018 Program Book Ad (BUSINESS NAME)" in the email subject line.
 - 2.) **Mail thumb/flash drive** to Emily Maher, Birch Creek, PO Box 230, Egg Harbor, WI 54209-0230. Include a hard copy of your ad.
 - 3.) **Hand-deliver** artwork and files to the Birch Creek Office, 3821 County E, Egg Harbor, Mon - Thu 9AM-4PM; Fri 9AM-2PM thru May 1st.

DEADLINES:	Contract: Friday, February 2, 2018
	Ad & Payment: Friday, April 6, 2018

Technical, billing and contract questions: Emily Maher, Birch Creek 920.868.1305 or marketing@birchcreek.org