

2020



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 Emily Maher, Marketing Manager, at emily@birchcreek.org or 920.868.1305.

You may email the completed form to emily@birchcreek.org or mail it to Birch Creek, PO Box 230, Egg Harbor, WI 54209, or drop it off during regular business hours at our office at 3821 County E, three miles East of Egg Harbor. If you advertised in the 2019 Program Book, a copy of your ad is attached for reference.

Contract Deadline — Friday, March 20, 2020 Artwork / Payment Deadline — Wednesday, April 8, 2020

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

2019 program book advertisers with outside back cover or inside front cover placement have right-of-first-refusal on these spaces for the 2020 program book. Please call for availability.

Advertiser / Business Name _____

Contact Name _____ Design Contact _____

Mailing Address _____ Design Email _____

_____ Design Phone _____

Phone _____

Email _____

Outside Back Cover – \$850

Inside Front Cover – \$785

Inside Back Cover – \$785

Full Page Color – \$690

Full Page B/W – \$630

2/3 Color – \$575

2/3 B/W – \$515

1/2 Vertical Color – \$450

1/2 Vertical B/W – \$395

1/2 Horizontal Color – \$450

1/2 Horizontal B/W – \$395

1/3 Vertical Color – \$375

1/3 Vertical B/W – \$340

1/3 Horizontal Color – \$375

1/3 Horizontal B/W – \$340

1/4 Vertical Color – \$305

1/4 Vertical B/W – \$275

1/4 Horizontal Color – \$305

1/4 Horizontal B/W – \$275

1/6 Square Color – \$260

1/6 Square B/W – \$235

Please repeat my ad from the 2019 program book with no changes.

New advertising materials in electronic format are being sent to **emily@birchcreek.org** by April 8, 2020.

I am sending a check for \$_____ by April 8, 2020.

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

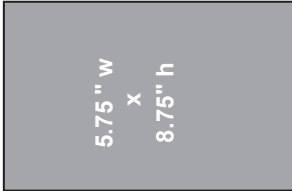
Signature _____ Date _____

BIRCH CREEK 2020 SEASON PROGRAM BOOK AD SIZES & RATES

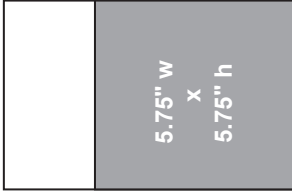
FULL PAGE
5.75 x 8.75
b/w \$630
or
Color \$690

OUTSIDE BACK COVER
Color \$850

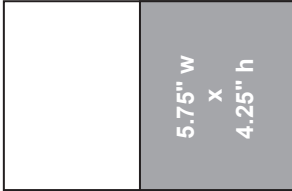
INSIDE COVER
Color \$785



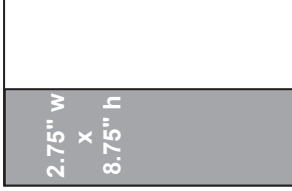
2/3-PAGE HORIZONTAL
5.75 x 5.75
b/w \$515
or
color \$575



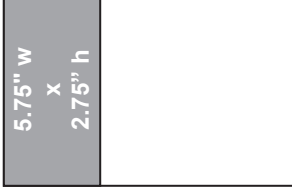
1/2-PAGE HORIZONTAL
5.75 x 4.25
b/w \$395
or
color \$450



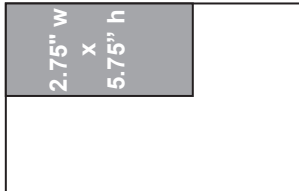
1/2-PAGE VERTICAL
2.75 x 8.75
b/w \$395
or
color \$450




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



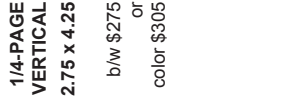
1/3-PAGE VERTICAL
2.75 x 5.75
b/w \$340
or
color \$375



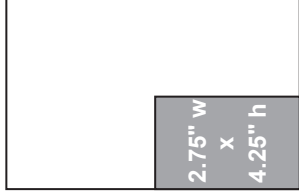
1/4-PAGE HORIZONTAL
5.75 x 2
b/w \$275
or
color \$305



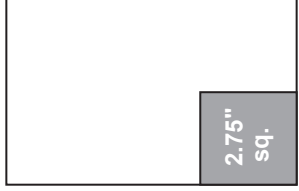
1/4-PAGE VERTICAL
2.75 x 4.25
b/w \$275
or
color \$305



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



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



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: emily@birchcreek.org. Put "Birch Creek 2019 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, March 20, 2020**
Ad & Payment: **Wednesday, April 8, 2020**

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