

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 Ian Johnson at marketing@birchcreek.org or 920.868.3763.

If you received this form electronically, the fields are fillable with Adobe Acrobat, or you may print the form and complete it in writing. 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.

Artwork/Payment Deadline — Fri. Apr. 7, 2017

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

2016 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 2017 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 _____

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|---|---|---|
| <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"/> Center Right – \$735 | <input type="checkbox"/> 1/2 Horizontal B/W – \$395 | <input type="checkbox"/> 1/4 Horizontal B/W – \$275 |
| <input type="checkbox"/> Full Page Color – \$690 | <input type="checkbox"/> 1/3 Vertical Color – \$375 | <input type="checkbox"/> 1/6 Square Color – \$260 |
| <input type="checkbox"/> Full Page B/W – \$630 | <input type="checkbox"/> 1/3 Vertical B/W – \$340 | <input type="checkbox"/> 1/6 Square B/W – \$235 |
| <input type="checkbox"/> 2/3 Color – \$575 | <input type="checkbox"/> 1/3 Horizontal Color – \$375 | |
| <input type="checkbox"/> 2/3 B/W – \$515 | <input type="checkbox"/> 1/3 Horizontal B/W – \$340 | |

- Please repeat my ad from the 2016 program book with no changes.
 New advertising materials in electronic format are being sent to marketing@birchcreek.org by Apr. 7, 2017.

I am sending a check for \$_____ by Apr. 7, 2017.
 Please charge my (check one) Visa MasterCard Discover American Express Diners Club
 Cardholder Name _____ Amount _____
 Account Number _____ Exp. Date _____
 Authorized Signature _____ Date _____

Advertising Contract Authorization

Signature _____ Date _____

BIRCH CREEK 2017 SEASON PROGRAM BOOK AD SIZES & RATES

FULL PAGE 5.125 x 7.5 b/w \$630 or Color \$690 OUTSIDE BACK COVER Color \$850 INSIDE COVER Color \$785 CENTER RIGHT Color \$735	2/3-PAGE 5.125 x 5.125 b/w \$515 or color \$575	1/2-PAGE HORIZONTAL 5.125 x 3.75 b/w \$395 or color \$450	1/2-PAGE VERTICAL 2.5 x 7.5 b/w \$395 or color \$450	1/3-PAGE HORIZONTAL 5.125 x 2.5 b/w \$340 or color \$375
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1/3-PAGE VERTICAL 2.5 x 5 b/w \$340 or color \$375	1/4-PAGE HORIZONTAL 5.125 x 1.75 b/w \$275 or color \$305	1/4-PAGE VERTICAL 2.5 x 3.75 b/w \$275 or color \$305	1/6-PAGE SQUARE 2.5 x 2.5 b/w \$235 or color \$260
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TECHNICAL REQUIREMENTS

- **File formats:** any of the following Adobe Creative Suite applications: Illustrator, Photoshop, or InDesign. Hi-Res PDF files are preferred.
 - In Illustrator, convert your fonts to outlines. In all formats, package to include all necessary fonts, artwork, and include 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 2017 Program Book Ad (BUSINESS NAME)" in the email subject line
 - 2.) **Mail thumb/flash drive** to Ian Johnson, 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 Hwy. E, Egg Harbor, Monday - Friday 9:00 - 4:00 pm.

DEADLINES:	Contract:	Friday, February 2, 2017
	Ad & Payment:	Friday, April 7, 2017

Technical, billing and contract questions: Ian Johnson, Birch Creek 920.868.3763