



2015 Program Book Advertising Contract

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's patrons how much you value Birch Creek's mission, students and instructors. If you need assistance with art requirements or have any questions about this contract, please feel free to contact Marketing Director Russ Warren at russ@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 russ@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.

Contract Deadline — Fri., Feb. 6, 2015 **Artwork/Payment Deadline — Fri., Apr. 3, 2015**

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

2014 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 2015 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

Outside Back Cover – \$850	1/2 Vertical Color – \$450	1/4 Vertical Color – \$305
Inside Front Cover – \$785	1/2 Vertical B/W – \$395	1/4 Vertical B/W – \$275
Inside Back Cover – \$785	1/2 Horizontal Color – \$450	1/4 Horizontal Color – \$305
Center Right – \$735	1/2 Horizontal B/W – \$395	1/4 Horizontal B/W – \$275
Full Page Color – \$690	1/3 Vertical Color – \$375	1/6 Square Color – \$260
Full Page B/W – \$630	1/3 Vertical B/W – \$340	1/6 Square B/W – \$235
2/3 Color – \$575	1/3 Horizontal Color – \$375	
2/3 B/W – \$515	1/3 Horizontal B/W – \$340	

Please see page 2 for ad dimensions.

Please repeat my ad from the 2014 program book with no changes.
 New advertising materials in acceptable electronic format are being sent to **russ@birchcreek.org** by Apr. 3, 2015.

I am sending a check for \$ _____ by Apr. 3, 2015.

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 2015 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

1/6-PAGE SQUARE
2.5 x 2.5
b/w \$235
or
color \$260

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" w
x
3.75" h

1/6-PAGE SQUARE
2.5" sq.

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: russ@birchcreek.org. Put "Birch Creek 2015 program book ad" in the email subject line, and the name of your business/company in the body of the email.
 - 2.) **Mail thumb/flash drive** to Russ Warren, 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 6, 2015
	Ad & Payment: Friday, April 3, 2015

Technical questions: Dennis Ploor, Innovative Printing 920.854.2662
Billing and contract questions: Russ Warren, Birch Creek 920.868.3763