

# Fairview Hospital Gala Advertiser Information and Payment

## SPECIAL INSERT

in recognition of **Fairview Hospital** and honoree **Cheryl Raifstanger**



**Take part in this very special tribute!** The Fairview Hospital Gala Special Insert is a separate section in the Gala Ad Journal. The content contains full-page ads (7" x 9.375") or messages, from individuals and businesses, about Fairview's 2nd Century of Caring and/or our honoree Cheryl Raifstanger.

**Platinum full page ..... \$750\***

**Gold full page ..... \$500\***

\*Buy a full page B&W program ad and receive \$100 off your Platinum or Gold full page in the Tribute section.

\_\_\_\_\_ I will not be submitting artwork. Below is my message in honor of Fairview's 2nd Century of Caring and honoree Cheryl Raifstanger

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Advertiser (please print)

Contact name

Address

City

State

Zip

Daytime Telephone

Email

### Select payment method:

- Check enclosed (Please make check payable to **Fairview Hospital**)  
 AMEX    Visa    MC    Discover

Credit card #

exp. date

Signature

- Repeat last year's ad  
 Camera ready art enclosed  
 Special Insert listing (above)  
 Art to come (specifications on reverse)  
 Reformat my ad (\$100 fee)

## Program Ads

**Inside full page:** B&W . . . . \$350  
7" x 9.375"

**Half page:** B&W . . . . . \$200  
7" x 4.625" Horizontal

**Quarter page:** B&W. . . . . \$100  
3.4375" x 4.625"

**Business Card:** B&W . . . . . \$75  
3.4375" x 2"

**Friend Listing:** your name. . . \$30

**Inside Covers, Color:** ~~\$750~~

**Back Cover: Color:** ~~\$1,000~~

### Ad Materials Deadline

send by August 22

to: cmcdermott@bhs1.org

Ad cost	\$ _____
Special Insert cost	\$ _____
Reformatting fee (if applicable)	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>

*Thank you!*



29 Lewis Ave., Great Barrington, MA 01230  
www.berkshirehealthsystems.org

**QUESTIONS:** Call Chris McDermott at (413) 854-9609 or email cmcdermott@bhs1.org

Friend **Fairview Hospital Gala** on Facebook

# Fairview Hospital Gala 2014 Ad Journal Sizes and Rates

QUESTIONS: Call Chris McDermott at (413) 854-9609 or email [cmcdermott@bhs1.org](mailto:cmcdermott@bhs1.org)

**Business Card:** B&W . . . . . \$75  
3.4375" x 2"

**Inside full page:** B&W . . . . \$350  
7" x 9.375"

**Half page:** B&W . . . . . \$200  
7" x 4.625" Horizontal

**Quarter page:** B&W . . . . . \$100  
3.4375" x 4.625"

**Business Card:** B&W . . . . . \$75  
3.4375" x 2"

**Friend Listing:** your name. . . \$30

**Inside Covers: Color** . . . . . \$750

**Back Cover: Color** . . . . . \$1,000

**Quarter page:** B&W . . . . . \$100  
3.4375" x 4.625"

**Half page:** B&W . . . . . \$200  
7" x 4.625" Horizontal

**Ad Materials Deadline**  
send by August 22  
to: [cmcdermott@bhs1.org](mailto:cmcdermott@bhs1.org)

## SPECIFICATIONS

- > All ads MUST be submitted in digital form, pdf format required, or as camera-ready art.
- > In the interest of accuracy, we strongly urge advertisers to submit a professionally prepared file. We will accept camera-ready art in the form of a high-resolution laser print or stat for those ads which do not contain photos (text and/or line art ONLY).
- > **File name:** please name your file with the name of the ADVERTISER, do not use "Fairview" or "Gala"
- > **PDF files,** formatted to "Press" setting, send by August 22 to: [cmcdermott@bhs1.org](mailto:cmcdermott@bhs1.org)
- > **Color ads:** all color ads must be submitted in digital form accompanied by a 300 dpi matchprint for proofing. We will not accept film.

PLEASE FILL IN ADVERTISER INFO AND PAYMENT DETAILS ON REVERSE