

BARRINGTON STAGE COMPANY

AWARD-WINNING THEATRE IN DOWNTOWN PITTSFIELD

BE OUR PARTNER - ADVERTISE WITH BSC!

BSC receives the most coverage, locally and regionally. BSC enjoys more than 58,500 patrons that visit 3 venues offering top-notch programming each year. BSC brings \$4.5 million to Pittsfield and the surrounding economies. Partnering with BSC shows your dedication to the Berkshire community. Advertising is an investment in continued growth of the arts as well as your business.

WHEN YOU ADVERTISE, YOU RECEIVE:

An invitation to our *Annual Advertiser Reception* and...

FULL PAGE PAID ADVERTISERS RECEIVE

- ★ 4 tickets to 4 Mainstage shows = **16 tickets PLUS**
4 tickets to Youth Production **PLUS**
- ★ Inclusion in special business partner page on BSC website

HALF PAGE ADVERTISERS RECEIVE

- ★ 2 tickets to 4 Mainstage shows = **8 tickets PLUS**
4 tickets to Youth Production

QUARTER & EIGHTH PAGE ADVERTISERS RECEIVE

- ★ 2 tickets to 3 Mainstage shows = **6 tickets PLUS**
2 tickets to Youth Production

BECOME A RESTAURANT PARTNER

This option is available to half and full-page advertisers.
\$1,000; additional benefits include inclusion in:

- ★ Special restaurant page in Playbill & on website
- ★ Ticket email confirmation sent to all ticket buyers with links & special offers

INFORMATION & QUESTIONS

Paige Stefanski, Marketing Associate
PStefanski@BarringtonStageCo.org
(413) 997-6108

DEADLINE

APRIL 1, 2019

Deadline for camera-ready art and payment

FULL COLOR

INSIDE COVER \$3,500

FULL PAGE \$2,300

HALF PAGE \$1,300

QUARTER PAGE | \$800

EIGHTH PAGE | \$500

B/W

FULL PAGE \$1,800

HALF PAGE \$1,100

QUARTER PAGE \$650

EIGHTH PAGE \$415

DIMENSIONS LISTED ON PAGE 2



Debra Jo Rupp in
THE CAKE, 2018.

BARRINGTON STAGE COMPANY

2019 SEASON PLAYBILL AD RESERVATION FORM

Use this form to reserve space for your ad in our upcoming season's playbill.

ADVERTISER _____

CONTACT NAME _____

ADDRESS _____

TELEPHONE _____ EMAIL _____

IMPORTANT: PLEASE CHECK ONE

- Enclosing camera-ready art Camera-ready art to follow
 Will pay BSC to create ad (+\$75; must provide logo/text)

PLEASE CHECK ALL THAT APPLY

- Color B/W

 Horizontal Vertical

 Inside Cover Full Pg. Half Pg. Quarter Pg. Eighth Pg.

 I'm interested in screen advertising. I'm interested in restaurant partnerships.

FINAL COST

PAID _____ TRADE _____

SEND THIS FORM TO BARRINGTON STAGE COMPANY

MAIL c/o Marketing, 122 North Street, Pittsfield, MA 01201

FAX (413) 499-5447

EMAIL PStefanski@BarringtonStageCo.org

QUESTIONS?

Paige Stefanski, Marketing Associate

(413) 997-6108 | PStefanski@BarringtonStageCo.org

FULL COLOR ADS

INSIDE COVER | \$3,500

Front or back
4.5" x 7.25" vertical

FULL PAGE | \$2,300

4.5" x 7.25"

HALF PAGE | \$1,300

4.5" x 3.5" horizontal
2.125" x 7.25" vertical

QUARTER PAGE | \$800

4.5" x 1.75" horizontal
2.125" x 3.5" vertical

EIGHTH PAGE | \$500

2.125" x 1.75" horizontal

B/W ADS

FULL PAGE | \$1,800

4.5" x 7.25" vertical

HALF PAGE | \$1,100

4.5" x 3.5" horizontal
2.125" x 7.25" vertical

QUARTER PAGE | \$650

4.5" x 1.75" horizontal
2.125" x 3.5" vertical

EIGHTH PAGE | \$415

2.125" x 1.75" horizontal



Will Branner and
Addie Morales in
2018's
WEST SIDE STORY