BE OUR PARTNER: ADVERTISE WITH BSC!

Each year, BSC brings over 60,000 patrons to its 3 venues, offering top-notch musicals, plays and cabarets. BSC’s season generates $7 million for 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 SUMMER ADVERTISERS RECEPTION and...

FULL PAGE PAID ADVERTISERS RECEIVE
★ 4 tickets to 4 Mainstage shows = 16 tickets PLUS
  4 tickets to the Youth Production PLUS

HALF PAGE ADVERTISERS RECEIVE
★ 2 tickets to 4 Mainstage shows = 8 tickets PLUS
  4 tickets to the Youth Production

QUARTER & EIGHTH PAGE ADVERTISERS RECEIVE
★ 2 tickets to 3 Mainstage shows = 6 tickets PLUS
  2 tickets to the Youth Production

SEE PAGE 2 FOR AD SIZES AND PRICES

TIP: Make it Exclusive!
Track customers by adding a BSC discount code to your ad, or ask them to refer to the BSC program.

DEADLINE: APRIL 1, 2020
Deadline for print-ready art and payment

INFORMATION & QUESTIONS:
Paige Stefanski, Marketing Associate
PStefanski@BarringtonStageCo.org
(413) 997-6108
2020 SEASON PLAYBILL AD RESERVATION FORM

ADVERTISER ____________________________________________________________

CONTACT NAME ________________________________________________________

ADDRESS __________________________________________________________________

TELEPHONE __________________  EMAIL ____________________________________

PLEASE CHECK ALL THAT APPLY:

 Color   B/W

 Horizontal   Vertical

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

IMPORTANT: PLEASE CHECK ONE

 Including an e-mail attachment of print-ready* art   Print-ready* art to follow

 Will pay BSC to create ad.  *$75. May be paid in cash or trade (if applicable). Must provide logo/text.

 I’m interested in becoming a PLATINUM RESTAURANT PARTNER.
For $1,000 cash (and any remaining ad cost paid in trade or cash), your restaurant will be
listed on our Platinum Restaurant Partner page in the Season Playbill and on our website.

FINAL COST: PAID ____________   TRADE* _____________

*Print-Ready=PDF, 300 DPI

ASK ABOUT OUR DOLLAR-FOR-DOLLAR TRADE OPTION.
WE WELCOME YOUR SUGGESTIONS!
(We especially welcome restaurants and/or venue space.)

TO RESERVE YOUR AD SPACE, 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

AD SIZES

FULL COLOR ADS
INSIDE COVER | $3,500
Front or back
4.5” x 7.25” vertical

INSIDE RIGHT COVER | $3,000
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

J. Anthony Crane,
Lena Kaminsky and
Laura Jordan in
IF I FORGET, 2019.