ADVERTISE IN THE 2020 MAHAIWE PLAYBILL!

Promote your business
while supporting the arts in the Berkshires!

PLAYBILL AD BENEFITS

	$375	$650	$1,200	$2,100
AD SIZE	1/8 PAGE	1/4 PAGE	1/2 PAGE	FULL-PAGE
MAHAIWE LOBBY SCREEN	LOGO	LOGO	LOGO	LOGO
MAHAIWE WEBSITE			LOGO	LINK
MEMBERSHIP PRIVILEGES	YES	YES	YES	YES
FREE MOVIE PASSES	4	4	4	10
FREE PERFORMANCE TICKETS*				2
BRANDED GIVEAWAY (UP TO 650 PATRONS)				1

*subject to availability

David Sedaris by Adam DeTour

MAHAIWE BY THE NUMBERS

40,000+ THEATERGOERS

145+ EVENTS THROUGHOUT THE YEAR

$Free – $150 TICKET RANGE

$40 AVERAGE TICKET PRICE

12 MONTHS OF YEAR-ROUND PROGRAMMING

50%/50% AUDIENCE – BERKSHIRE/BEYOND

$9,000,000 IMPACT ON LOCAL ECONOMY

"The Mahaiwe is of central importance to its community... the organization definitely punches above its weight."
– Stephen Sheppard: Professor of Economics, Williams College

Aimee Mann by Sheryl Neilds

Interested in sponsorship possibilities?
Email troy@mahaiwe.org for more information.

DEADLINE FOR SPACE RESERVATION: FEBRUARY 7TH, 2020
DEADLINE FOR AD SUBMISSION: FEBRUARY 14TH, 2020

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Advertiser:_____ Contact: _____

Address (street, city, state, zip):_____

Phone:_____ Email: _____

2

PAGE SIZE	WIDTH & HEIGHT	RATE
☐ FULL-PAGE	NON-BLEED: 5" X 8", 0.25" MARGIN FOR TYPE BLEED: 5.5" X 8.5" TRIM SIZE, 0.125" BLEED, 0.25" MARGIN FOR TYPE	$2,100
☐ HALF-PAGE	HORIZONTAL: 4.875" X 3.875" VERTICAL: 2.3125" X 8"	$1,200
☐ QUARTER PAGE	HORIZONTAL: 4.875" X 1.8125" VERTICAL: 2.3125" X 3.875"	$650
☐ EIGHTH PAGE	2.3125" X 1.8125"	$375

AD GUIDLINES

CMYK at 300 dpi
File Types:
Illustrator, Photoshop, pdf

Pink Martini by Chris Hornbecker

Photo by Michael Lavin Flower

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☐ My ad, designed to the specifications above, along with high resolution logos, will be delivered by email to advertising@mahaiwe.org

☐ Please contact me about creating my ad

☐ Please use same ad as last year

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PAYMENT INFORMATION

Ad Rate/Cost $_____ (Sorry, no refunds or cancellations)

Credit card # _____ Exp. date _____

CVV _____ Signature _____

☐ A check is enclosed (payable to Mahaiwe Performing Arts Center)

☐ Please bill me

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Please return completed form:

By fax (413) 644-9045
By email advertising@mahaiwe.org
(do not include credit card info by email, we will call)
By mail MPAC, PO Box 690, Great Barrington, MA 01230
By phone (413) 644-9040 ext. 122

THANK YOU FOR PARTNERING WITH US!