



Advertising Agreement | 2011-2012 Season

Advertising in BPA’s printed season program provides great business exposure to a diverse audience that is committed to the arts! Details on ad sizes, rates, and submittal options are included with this mailing. Please contact Operations Manager **Shannon Dowling** at BPA with questions: sdowling@bainbridgeperformingarts.org or 206.842.4560. Completed Advertising Agreements may be scanned and emailed, faxed to 206.842.0195 or dropped by the Box Office 1:00 - 4:00 p.m., Wednesday – Friday.

About You

Your Company: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____

Email (*please include!*): _____

Contact Name: _____

Ad Submittal Options (circle one)

Please refer to available sizes, color options & submittal requirements, on reverse!

1. *Same ad as last year*
 2. *Supplied digital file:* email Jeanette Alexander jalexgd@sounddsl.com (include email subject: **“BPA Season Ad”**)
 3. *Hard copy camera ready art:* attach to this agreement **
 4. *Help! I need a call* from the graphic designer! **
Note: You will be billed directly separately from your ad costs, by Jeanette Alexander for her time.
- ** Please note that all ads not provided as *truly camera ready to place* will be billed by Jeanette Alexander for additional time to process.

BPA Program Ad Order

(BPA Season Program – see sizes and rates on reverse)

Ad Size: _____

Ad Cost: _____

Payment: _____

Balance Due: _____

Payment Method (circle one)

1. Please bill me * Visa MasterCard Exp. Date _____
2. Check enclosed (*payable to BPA*) Credit Card #: _____
3. Credit Card (complete information at right) Name on Card: _____

* *Payment plans are available upon request. Please contact Shannon Dowling at sdowling@bainbridgeperformingarts.org or 206.842.4560 to arrange a payment schedule that is helpful to you.*

Payment Authorization

I am an authorized representative of the above named business, and I agree to the terms of this advertising agreement.

Signature: _____

Name Printed: _____ Date: _____

PLEASE SIGN this Ad Agreement AND RETURN it to BPA along with your print-ready Ad and payment **NO LATER THAN June 8, 2011!**

Our 2011-2012 Season Program will be printed in full color! Advertisers may submit **color or B&W ads** for all pages, though prices are the same for each. All ad requests will be honored on a **first come first served** basis – until allocated advertising space is sold out. Special Note: **Consulting and ad design will incur additional costs;** see **Ad Submittal Options & Requirements** below.

Ad Sizes	Ad Rates
2.25" w X 2.25" h <i>square</i>	\$350.00
2.25" w X 5" h <i>vertical</i>	\$575.00
5" w X 2.25" h <i>horizontal</i>	\$575.00
7.75" w X 2.25" h <i>horizontal</i>	\$750.00
2.25" w X 10" h <i>vertical (1/3 page)</i>	\$850.00
7 5/8" w by 5 1/8" h <i>horizontal (1/2 page)</i>	\$850.00
5" w X 7.5" h <i>vertical (1/2 page)</i>	\$1,000.00
7.75" w X 10" h <i>vertical (Full Page)</i>	\$2,000.00
Outside back cover	\$2,200.00

Ad Submittal Options & Requirements

SAME AD AS LAST YEAR? All prior BPA Season ads are stored in digital archives from 2005-2010. This is a straightforward and no-hassle way to simply repeat last year's ad, thus participating in our 2011-2012 Season with a minimum of effort!

DIGITAL FILE REQUIREMENTS FOR SUBMITTING DIGITAL PLACEMENT READY ADS Please do not use small JPEG graphics from websites, as they do not reproduce well in print and misrepresent your business or organization. No prepress proofs are provided; your placement ready is to be pre-approved by you. **Black/White/Grayscale:** All parts to be 300DPI resolution at 100% of image sizes used. Compose your page size at the **exact ad size**. Embed or send the links, convert fonts to outlines, remove any spot or RGB colors from the palette prior to exporting and use only 100% black. Export as Press Quality PDF. **CMYK Process color:** All parts to be 300DPI resolution at 100% of image sizes used. Compose your page size at the **exact ad size**. Embed any links, convert fonts to outlines, remove any spot or RGB colors from the palette prior to exporting. Export as Press Quality PDF. **FILE FORMAT OPTIONS: IF MAC PLATFORM,** you can supply ad files that use InDesign, Photoshop or Illustrator up to CS4 (+links, fonts OR text converted to outlines) **or export your files to Press Quality EPS or PDF** (embed any links, convert fonts to outlines, remove any spot or RGB colors from the palette prior to exporting). **IF PC PLATFORM OR OTHER SOFTWARE USED, please follow above instructions for export to Press Quality EPS or PDF.** If your files total over 7MB please contact Jeanette Alexander for FTP instructions. Smaller file sizes can be attached and emailed to jalexgd@sounddsl.com with Subject header: "BPA Season Ad." File name: your business name with extension (.pdf, .eps, etc). A test placement of your file will be made. Jeanette will contact you if she discovers any digital problems. Please provide contact info and email address for the person creating the ad files. A \$55 per hour charge (in 15 minute increments) will be added to your ad run bill **for any time that incurs on Jeanette's part.** Contact Jeanette at 206.842.6368 or jalexgd@sounddsl.com.

NEW OR REVISED ADS TO BE CREATED WITH PROVIDED FILES Jeanette Alexander will contact you with an estimate if you have submitted materials to her for design or revisions. If you have ad files at the Bainbridge Review, Bainbridge Islander or other sources, please request they send NATIVE layout files (Illustrator or InDesign with fonts and links) directly to jalexgd@sounddsl.com if no larger than 7MB total zipped. Jeanette will contact you to estimate cost to provide a correctly-sized and colorized AD. All requests for this service must in by **June 15**. If you need something scanned, that is also possible at no larger than 8.5 x 14 size for flatbed scanning in color or black and white.

RERUN ADS AND REVISIONS TO PREVIOUSLY RUN ADS *There is no extra charge for reprint with no changes for previous ads (2005-2010 files).* If you do need changes and the file was originally produced by Jeanette Alexander between 2005-2010 please contact her by **June 8** at 206.842.6368 or email jalexgd@sounddsl.com (**Subject:** "BPA Ad Help"). She will give you an estimate based on your needed changes.

PROOFING SCHEDULE FOR NEW AND REVISED ADS For all requests received by **June 8**, proofs will be provided for approval and revision requests via email PDF attachment by **June 16**. A hard copy can be provided by **June 16** if you have requested one by **June 11**. Last chance for revision requests is **June 21**, with new proof via email by **June 26**. Final approval deadline is **June 29, 2011**. **Requested ad designs are assumed approved and time billable if revision requests are not received by June 26.**

ADVERTISING CONSULTING, DESIGN & PRODUCTION CHARGES Discounted design rates apply for BPA's Season Program. Standard design rate for comparison is \$70/hour.

File Conversions (if possible)	\$25	Simple Ad Revisions (minimum charge)	\$25
Each Scan (no image adjustments)	Varies	Design/Production (free cost estimates)	\$52/hr
Hard copy examples of color ads	\$5 per	Hard copy examples of black only ads	\$1 per

BILLING FOR AD RELATED DESIGN CONSULTING, PRODUCTION, REVISIONS, PROOFING You will receive a separate invoice from **Jeanette Alexander Graphic Design** with reference to 2011-2012 BPA Season Ad design, consulting, and/ or revisions only if any time incurs on her part. Your prompt payment, due upon receipt, is appreciated. Thank you!