



back bay ringers

Advertising Rates and Insertion Order, 2008-2009

Advertiser/Name of Business _____

Contact Person/Title _____

Mailing Address _____

Phone and E-mail _____

Ad Size (Circle One)	Ad Rate
Back cover (color) 4.75w x 8h	\$300
Back cover (B&W) 4.75w x 8h	\$200
Inside front cover (B&W) 4.75w x 8h	\$150
Inside back cover (B&W) 4.75w x 8h	\$150
Full Page (B&W) 4.75w x 8h	\$110
Half Page (B&W) 4.75w x 3.75h	\$60
Quarter Page (B&W) 2.25w x 3.75h	\$35

Discounts: Please contact Executive Director, Norah Piehl, ncpiehl@backbayringers.org, for frequency discounts, invoicing information, and nonprofit rates.

Benefits: Your advertisement will be seen by an average of 250 audience members. You are encouraged to include “dollars off” coupons on your advertisement to encourage patronage of your business after the concert.

Ad Copy: Electronic files are strongly preferred. Required resolution is 300 dpi. PDF format is preferred; JPEG acceptable. Direct technical questions and e-mail electronic files to amhoffman1@gmail.com. Mail camera-ready copy to the address below.

Deadlines:

Concert/Date	Insertion orders/payment due	Materials due
Boston Handbell Festival (5/19/2009)	April 17, 2009	May 1, 2009
Spring Concert (6/6/2009)	May 1, 2009	May 15, 2009

Ad rate from above _____

Less discounts (requires Executive Director approval) _____

Total due _____

Please return this form with your check payable to **Back Bay Ringers, Inc.** to Norah Piehl, Back Bay Ringers, PO Box 990828, Boston, MA 02199.

Thank you for your support!