



A BEAUTIFUL HISTORIC HALL
WITH WONDERFUL ACOUSTICS
ON THE COMMON IN NEW SALEM

PO Box 8 • NEW SALEM, MASSACHUSETTS 01355
413-335-3489 — INFO@1794MEETINGHOUSE.ORG — WWW.1794MEETINGHOUSE.ORG

2017 SPRING ADVERTISER / SPONSOR PACKAGE

Dear Businesses and Supporters,

The 1794 Meetinghouse has been presenting wonderful concerts in the North Quabbin region for more than 25 years. We typically have 18 to 20 performances each season ranging from classical instrumental and choral music through folk and jazz to indie rock, with an audience of more than 1,250 both from within the region and traveling here from further afield.

This summer we have a wonderful lineup all set to go, but concert production has always cost more than we can support with ticket prices alone. We rely on your ads and sponsorships to close the gap. If you've never been an advertiser or sponsor before, please consider doing so now. If you have supported us in the past, please consider a larger ad or sponsorship, or a combination of the two.

Are you new to the area, or a business that has just changed location or focus? Let the region know through our PROGRAM BOOK. Are you an established business? Let us bring you renewed attention. Please support us with your ads and sponsorships; by doing so, you support the arts, the local tourist industry, and the overall economy of the North Quabbin region.

Thank you,

Brad Foster
Executive Director

BENEFITS OF PROMOTION IN OUR PROGRAM BOOK

ADVERTISERS RECEIVE:

- **HIGH VISIBILITY** — PROGRAM BOOKS are distributed at every event in the Meetinghouse.
- **LONG EXPOSURE** — your ad is seen all season long.
- **A TARGETED MEDIA BUY** — we are one of the few print advertisements focused on the North Quabbin.
- **COMP TICKETS** — 2 complimentary tickets good for any regular event of the 2017 season.

SPONSORS RECEIVE:

- **RECOGNITION** — at the event from the stage and in the PROGRAM BOOK.
- **COMP TICKETS** — from 2 to 20 complimentary tickets, depending on your sponsorship level.
- **ADVERTISING DISCOUNTS** — from \$25 to \$100 off the cost of ads in our 2017 PROGRAM BOOK.

ADVERTISER / SPONSOR FORM

This is your contract for an ad and/or sponsorship in the **1794 MEETINGHOUSE 2017 PROGRAM BOOK**. It is also your receipt for any payments you make. Please note the following terms and policies.

- All ad material **MUST REACH US NO LATER THAN MAY 6, 2017**.
- **BRONZE LEVEL AND HIGHER SPONSORS** receive prominent crediting in the PROGRAM BOOK and announcement at the sponsored event. In addition, they receive 4 to 20 complimentary tickets good for any regular event of the 2017 season and an ad discount of \$25 to \$100 depending, both on your sponsorship level. **ALL ADVERTISERS** receive 2 complimentary tickets. **SUPPORTER LISTINGS** receive crediting in the PROGRAM BOOK.
- All camera-ready ads must be black & white or grayscale, good quality, and as close as possible to the correct proportions and dimensions (see diagram for sizes and pricing). Electronic files are best.
- If your ad or art work is the wrong size or does not reproduce well, we will take whatever steps we believe necessary to create the best-possible looking ad for you.
- **PLEASE NOTE: 1794 MEETINGHOUSE** will not accept responsibility for poor quality art, typos, or misspellings in art you provide and/or proof you approve.
- If you placed an ad with us last year, please let us know if you would like the same ad. Be aware that there will be a slight design change in your ad, please provide email address to send proof for final approval.

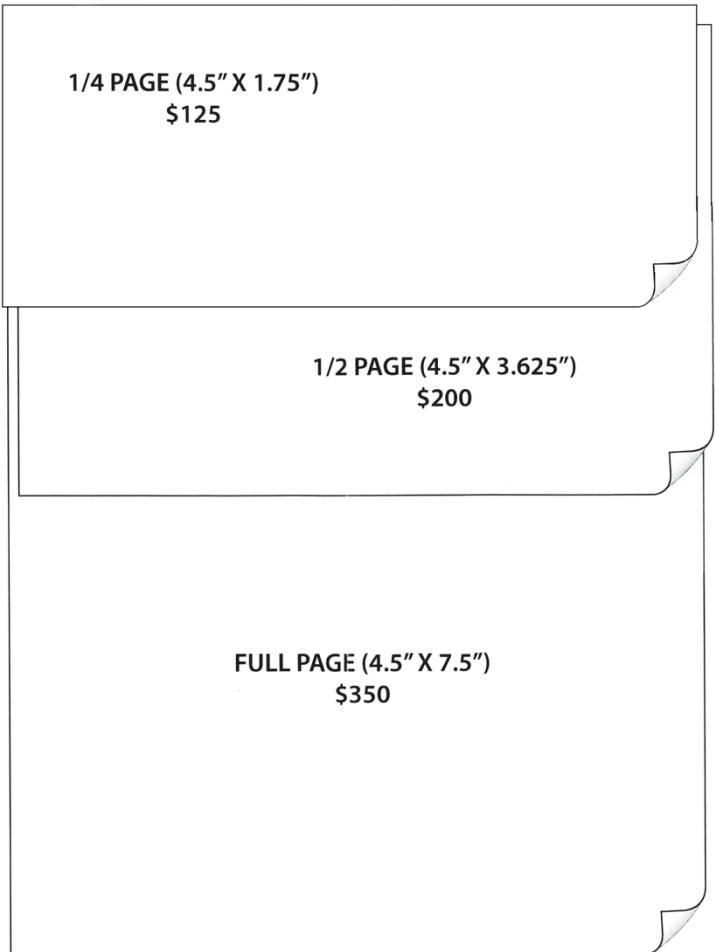
**FOR ADVERTISING QUESTIONS, OR TO MAIL OR EMAIL AD ARTWORK, CONTACT: BRAD FOSTER,
PO BOX 8, NEW SALEM, MA 01355 — EMAIL: INFO@1794MEETINGHOUSE.ORG — PHONE: 413-335-3489**

ADVERTISING SIZING AND RATES:

- 2 Page Spread — each page 4.5" x 7.5"\$600
- Back Cover — 4.5" x 7.5"\$450
- Inside Back/Front Cover — 4.5" x 7.5"\$400
- Full Page — 4.5" x 7.5"\$350
- 1/2 Page — 4.5" x 3.625"\$200
- 1/4 Page — 4.5" x 1.75"\$125

CONCERT SPONSORSHIP CATEGORIES:

- Diamond \$1,500
\$100 ad purchase discount & 20 comp tickets to any event
- Platinum \$1,000
\$100 ad purchase discount & 10 comp tickets to any event
- Gold.....\$750
\$75 ad purchase discount & 6 comp tickets to any event
- Silver.....\$500
\$50 ad purchase discount & 4 comp tickets to any event
- Bronze.....\$250
\$25 ad purchase discount & 2 comp tickets to any event
- Supporter Listing.....\$75



**PLEASE FILL OUT THE ATTACHED REPLY SHEET AND RETURN WITH PAYMENT PAYABLE TO:
1794 MEETINGHOUSE, AND MAIL TO: 1794 MEETINGHOUSE, PO BOX 8, NEW SALEM, MA 01355**