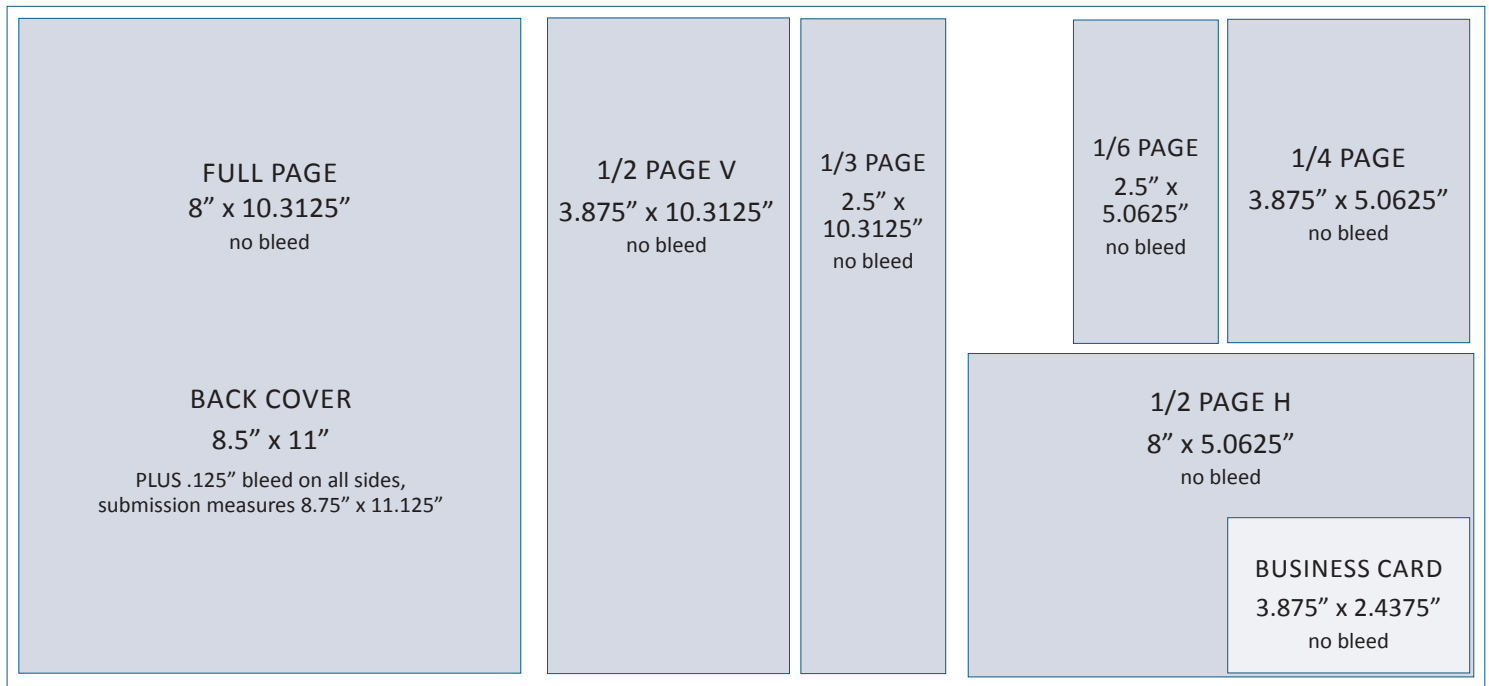


JACOB'S PILLOW | FESTIVAL PROGRAM BOOK ADVERTISING



2018 FULL COLOR RATES

Ad Size	Open Rate	Returning Advertisers (from 2017)
Back Cover	\$8,500	\$7,650
Inside Covers (2)	\$5,100	\$4,500
Full Page	\$4,100	\$3,600
1/2 page vertical	\$1,850	\$1,575
1/2 page horizontal	\$1,850	\$1,575
1/3 page	\$1,430	\$1,170
1/4 page	\$1,250	\$900
1/6	\$630	\$518
Business Card	\$330	\$270

2018 BLACK + WHITE RATES

Ad Size	Open Rate	Returning Advertisers (from 2017)
Back Cover	---	---
Inside Covers (2)	---	---
Full Page	---	---
1/2 page vertical	---	---
1/2 page horizontal	---	---
1/3 page	\$1,150	\$1,035
1/4 page	\$1,000	\$765
1/6	\$465	\$383
Business Card	\$220	\$180

RESERVATION DEADLINE:

March 19, 2018

AD SUBMISSION DEADLINE:

March 30, 2018

Ads can be reserved on our website at jacobspillow.org or call Aki Blackshear at 413.243.9919 x133

PAYMENT

- A 5% surcharge will be added to any outstanding invoices past 30 days.
- Full payment must be received by April 2, 2018 or your ad will be removed.
- To request an invoice, contact Aki Blackshear: 413.243.9919 x133 | ablackshear@jacobspillow.org
- Please make checks payable to Jacob's Pillow and include "2018 Program Book" in the memo line.
- Send checks to:
Jacob's Pillow, Attn: Program Book Advertising
358 George Carter Road, Becket, MA 01223
- Any modification to a submission will be billed at \$50/hour (½ hour minimum), we are happy to recommend a local designer if one is needed.

SUBMISSION GUIDELINES FOR PRINTED ADS

- Submit ads via e-mail to ablackshear@jacobspillow.org with the business name and size of your ad in the subject line. Please attach (rather than embed) your file.
- Files should be titled with your business name, the size of the ad, and the year. Please do not include spaces in the filename.
- Print ads may not exceed 5MB in file size.
- Ads may be submitted as PDF, EPS, TIFF, or JPEG with a minimum resolution of 300 ppi. We do not accept PowerPoint or Word files. We do not accept printed ads.
- Ads must be the exact size selected. Do not include bleeds or printer marks.
- Colors must be CMYK, all fonts and images must be embedded, images must be a minimum of 300 ppi. PANTONE or spot color will incur a printing surcharge for each individual color included.