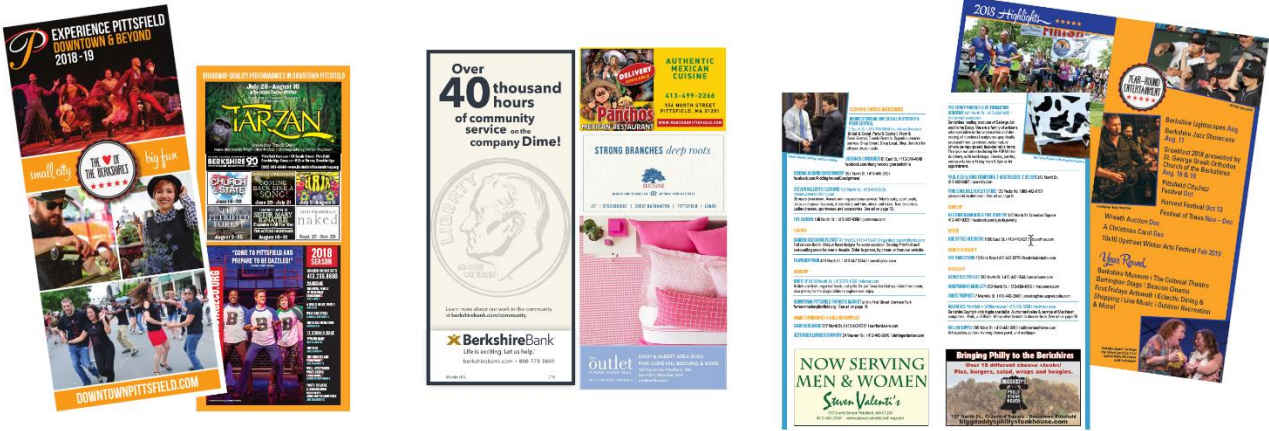


Secure your 2019-2020 Guide Ad now to enjoy Early Bird Pricing!
 Early Bird Deadline is January 31st. Final Deadline is February 28th.

Experience Pittsfield Downtown & Beyond 2019-2020 Guide Advertising Contract

Questions? Contact Cheryl Mirer, Executive Director, 413.443.6501/cmirer@downtownpittsfield.com



Why Advertise in the Experience Pittsfield Downtown & Beyond 2019-2020 Guide?

- **DISTRIBUTION:** 18,000 guides distributed county-wide in over 325 locations!
 Brochure distribution locations include (but are not limited to) local information centers, cultural attractions and events, restaurants, offices, and retail stores. The guide is distributed to 95 hotels, inns, motels, and bed & breakfasts across Berkshire County.
- **ACCESS:** Online version of the guide at downtownpittsfield.com
- **LONGEVITY:** Year-round exposure for your business or organization
- **RELEVANCE:** The guide is used by locals and visitors with content relevant to both.

Selections (Please mark box with an X)	2019 Ads Available	Early Bird Pricing Payments received on or before January 31, 2019	Standard Pricing Payments received after January 31, 2019	Ad Size (w x h)
	Premium - Inside Front or Back Cover*	\$1000 (2018 Rate was \$1500)	\$1000	3.5"x8.5"
	Full Page*	\$800 (2018 Rate was \$1000)	\$800	3.5"x8.5"
	Half Page	\$500	\$525	3.5"x4.125"
	Quarter Page	\$250	\$275	3.5"x2.0"
	Enhanced Member Listing	\$50	\$75	20 words maximum

*Full page bleed ads should be 4.25"x9.25". Final trim size is 4"x9".

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→YOUR LISTING INFORMATION *(How it will appear in the Guide)*

Business Name: _____ Business Phone: _____

Business Address: _____ Business Website: _____

→YOUR CONTACT INFORMATION *(How best to reach you about your listing/ad)*

Contact Name: _____ Contact Phone: _____

Contact Email: _____

→PAYMENT

Check enclosed made payable to Downtown Pittsfield, Inc. Credit Card (Please call 413.443.6501 to charge.)

No ads will be reserved without payment. No exceptions.

Mail this contract and payment if applicable to Downtown Pittsfield, Inc. 33 Dunham Mall, Suite 101. Pittsfield, MA 01201

You can also fill this form out on our website, downtownpittsfield.com, under Membership.

→DEADLINES

To secure Early Bird Pricing, ad reservation and payment are due January 31, 2019.

For standard pricing after January 31st, ad reservation and payment are due February 28, 2019.

Final ads are due on or before March 15, 2019.

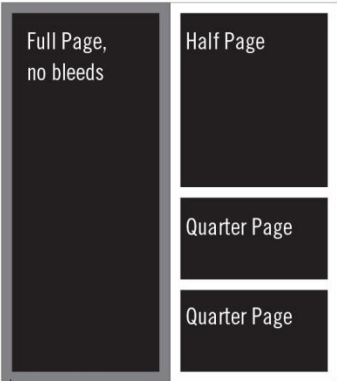
Secure your 2019-2020 Guide Ad now to enjoy Early Bird Pricing!
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***Experience Pittsfield Downtown & Beyond* 2019-2020 Guide Advertising Contract**

Questions? Contact Cheryl Mirer, Executive Director, 413.443.6501/cmirer@downtownpittsfield.com

➔AD/ARTWORK REQUIREMENTS

We accept only high resolution (300 dpi) electronic files, set to Press Quality PDF, fonts embedded, CMYK.
 Send ad files to Regina Burgio at regina@rbdesignco.com. Please CC Kimberly Gritman at kgritman@downtownpittsfield.com.
 Send enhanced member listings to cmirer@downtownpittsfield.com.



Ad	Ad Size (w x h)
Premium - Inside Front or Back Cover*	3.5"x8.5"
Full Page*	3.5"x8.5"
Half Page	3.5"x4.125"
Quarter Page	3.5"x2.0"

*Full page bleed ads should be 4.25"x9.25".
 Final trim size is 4"x9".

Enhanced member listing: maximum 20-word description of your business/organization

Example:

MARKETPLACE CAFÉ 63 North St. | 413-358-4777 | ourmarketplacecafe.com
 Delicious salads, sandwiches, soups, and paninis paired with incredible coffee.
 With vegan and gluten-free options, there is something for everybody!

➔SIGNATURE

Submission of this contract authorizes Downtown Pittsfield, Inc. (DPI) to place an ad/listing in the ***Experience Pittsfield Downtown & Beyond 2019-2020 Guide*** for the cost indicated. Payment is due at time of contract submission. If payment is not received by February 28, 2019, DPI reserves the right to remove the ad/listing from the Guide. (For Early Bird pricing, if payment is not received by January 31, 2019, DPI will charge the full, standard price for the ad.) Final ads are due on or before March 15, 2019. It is the responsibility of the member advertiser submitting this contract to design, create, and submit a final ad in the correct size and format by March 15th. Advertisers assume all responsibility for the content of their listing/ads, including all claims made. DPI reserves the right to refuse any advertising.

SIGNATURE: _____

Please print name: _____

The *Experience Pittsfield Downtown & Beyond* 2019-2020 Guide is a collaboration between Downtown Pittsfield, Inc. (DPI) and the City of Pittsfield's Office of Cultural Development.

