

Secure your 2020-2021 Guide Ad now to enjoy Early Bird Pricing!
 Early Bird Deadline is January 31st. Standard Pricing Deadline is February 28th.

Downtown Pittsfield & Beyond 2020-2021 Guide Advertising Contract

Questions? Contact Cheryl or Karen, 413.443.6501/info@downtownpittsfield.com

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



Why Advertise in the *Downtown Pittsfield & Beyond 2020-2021 Guide*?

- **DISTRIBUTION:** 15,000 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 visitors and Berkshire County residents.

Selections (Please mark box with an X)	2020 Ads Available	Ad Size (w x h)	Early Bird Pricing Payments received on or before January 31, 2020	Standard Pricing Payments received after January 31 and by February 28, 2020
<input type="checkbox"/>	Premium - Inside Front or Back Cover*	3.5"x8.5"	\$1000	\$1100
<input type="checkbox"/>	Full Page*	3.5"x8.5"	\$800	\$880
<input type="checkbox"/>	Half Page	3.5"x4.125"	\$525	\$575
<input type="checkbox"/>	Quarter Page	3.5"x2.0"	\$275	\$300
<input type="checkbox"/>	Enhanced Listing	Up to 20 words	\$75	\$75

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

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

Free with your Downtown Pittsfield, Inc. membership.

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: _____

→YOUR ENHANCED LISTING *(Please provide up to 20 words that will be featured prominently in a gray box with your basic listing in the Guide)*

The Enhanced Listing is an additional paid feature. Please select in the chart on page 1 and submit appropriate payment.

Please reuse last year's Enhanced Listing.

→PAYMENT

Pay by January 31, 2020 to enjoy Early Bird pricing for this year's ads!

Check enclosed made payable to Downtown Pittsfield, Inc. (Preferred)

I will pay by credit card. (Please call 413.443.6501 to charge. Visa or Mastercard only.)

No ads will be reserved without payment. No exceptions.

A quarterly payment option is available for Standard Pricing only, with the first payment due by February 28, 2020, and additional payments due by May 28, August 28, and November 28. Please contact us at 413.443.6501 to arrange quarterly payments.

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

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→ DEADLINES

January 31, 2020 → To secure Early Bird Pricing, this contract must be completed and payment received by January 31, 2020.

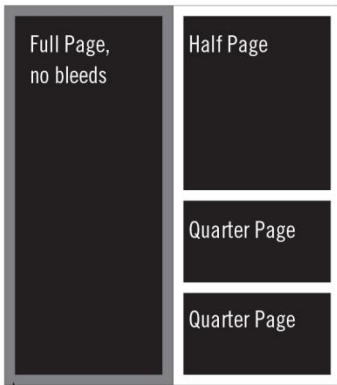
February 28, 2020 → All contracts and payments for Standard Pricing must be received by February 28, 2020.

March 15, 2020 → Final ads are due by March 15, 2020.

→ AD/ARTWORK REQUIREMENTS

We accept only high resolution (300 dpi) electronic files, set to Press Quality PDF, fonts embedded, CMYK.

Send ad files and Enhanced Listings to info@downtownpittsfield.com and Cc: Kim Gritman at kgritman@downtownpittsfield.com



▲ Full Page, with bleeds

Ad	Ad Size (w x h)
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Full Page*	3.5"x8.5"
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Enhanced Listing	Up to 20 words

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

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

Example:

Patrick's Pub
 26 Bank Row | 413-499-1994 | patrickspubpittsfield.com
 Open lunch and dinner, find something for every appetite!
 Family friendly, gluten free options, fresh salads, sandwiches, entrees, burgers & more! See ad on page 18.

→ SIGNATURE

Submission of this contract and payment authorizes Downtown Pittsfield, Inc. (DPI) to place an ad/listing in the Downtown Pittsfield & Beyond 2020-2021 Guide for the cost indicated. Payment is due at time of contract submission. If payment is not received by February 28, 2020, DPI reserves the right to remove the ad/listing from the Guide. For Early Bird Pricing, payment must be received by January 31, 2020. For Standard Pricing, payment must be received by February 28, 2020. Final ads are due on or before March 15, 2020. 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 15, 2020. 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 Downtown Pittsfield & Beyond 2020-2021 Guide is a collaboration between Downtown Pittsfield, Inc, (DPI) and the City of Pittsfield's Office of Cultural Development.

