

Questions?: Kristine Hurley, Executive Director, 413.443.6501/khurley@downtownpittsfield.com

→ YOUR LISTING INFORMATION (How it will appear in the Guide e.g. Business Name, Address, Phone, Website)

Use current guide information | Use my written information provided here

- Circle category for your listing**
- Accounting/Financial
 - Architecture
 - Automotive
 - Banks/ATMS
 - Civic & Community Org.
 - Computer, Copiers & Technology

 - Dining (circle one)
 - American | Asian | Bar & Grill
 - Café | Coffee & Baked Goods
 - Deli | Fast Food | GastroPub
 - Ice Cream | Indian | Italian
 - Latin American | Pizza
 - Salad & Food Bar

→ SOCIAL MEDIA (Circle ACTIVE platforms used to promote your business)

Facebook Twitter Instagram Pinterest

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

Contact Name: _____ Phone: _____
 Email: _____

→ PAYMENT Check Enclosed Credit Card – Call

→ DEADLINES

Listing/Ad reservation due March 3, 2017 | Artwork due March 10, 2017

Full Page, no bleeds	Half Page
Full Page, with bleeds	Quarter Page
	Quarter Page

→ AD RATES	MEMBER Cost	NON-MEMBER Cost	Size (w x h)
<input type="checkbox"/> Premium - Inside Front or Back Cover*	\$1,500	\$2,000	3.5"x8.5"
<input type="checkbox"/> Full Page*	\$1,000	\$1,500	3.5"x8.5"
<input type="checkbox"/> Half Page	\$500	\$750	3.5"x4.125"
<input type="checkbox"/> Quarter Page	\$250	\$500	3.5"x2.0"
<input type="checkbox"/> Business Listing	FREE	\$200	
<input type="checkbox"/> Attraction Listing**	\$150	\$250	100 words
<input type="checkbox"/> Enhanced Member Listing**	\$50	Members Only	20 words

- Education
- Employment
- Entertainment/Theatre/Culture/Arts
- Farmers Market
- Funeral
- Health, Beauty & Fitness
- Home Improvement & Services
- Insurance
- Legal
- Libraries
- Lodging
- Manufacturing
- Marketing, Graphic Design & Printing
- Media
- Medical Services
- Outdoor
- Photography
- Realty & Property Management
- Religious Institutions

Note: Ads are featured in an email blast

*Full page bleed ads should be 4.25"x9.25". Final trim size is 4"x9".
 **Please send copy to khurley@downtownpittsfield.com or return with completed form

→ 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

- Shopping (circle one)
- Books, Cards & Gifts
- Convenience
- Clothing, Shoes & Accessories
- Grocery
- Home Furnishings & Building Supplies
- Jewelry | Office
- Health & Beauty | Specialty | Toys

- Travel & Transportation
- Utilities/Energy
- Veterinary

→ RETURN CONTRACT & PAYMENT TO:

Downtown Pittsfield, Inc. 33 Dunham Mall Pittsfield MA 01201 or contract only to khurley@downtownpittsfield.com

Submission of this contract authorizes Downtown Pittsfield Inc. (DPI) to place an ad/listing in the **Experience Pittsfield Downtown & Beyond** 2017-18 guide for the cost indicated. Payment is due at time of contract submission. If payment is not received by April 7, 2017, DPI reserves the right to remove the ad/listing from the Guide. Ad artwork is due on the date indicated. Advertiser is responsible for ensuring that files are prepared correctly. Advertisers assume all responsibility for the content of their listing/ads, including all claims made. DPI reserves the right to refuse any advertising.

→ Signature _____

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