

# 2020 GUILD HALL SUMMER PROGRAM GUIDE

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Following the success of the 2019 SPG, we continue to offer our new earth-friendly Summer Guide. Size: 8 1/2 x 11

**Recycled and Recyclable:** Printed on 100% post-consumer paper and with soy ink; it's better for our environment from start to finish.

- > With a print run of 20,000 copies, still reaching all over the East End.
  - > Mailed to over 3,000 Guild Hall members, patrons and sponsors.
  - > Full magazine posted on the Guild Hall website, along with all ads.
  - > Presented to visitors of the museum, theater, and events all summer long.
  - > "On Packed" with the East Hampton Star, Dan's Papers and the Sag Harbor Express twice during the summer.
  - > Hand distributed all over the East End throughout the season.
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## Guild Hall Summer Program Guide Ad Rate

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### AD RATES & SIZES

#### FOUR COLOR

- ☐ Back Cover \$8,750
- ☐ Inside Front Cover \$8,750
- ☐ Page 1 \$9,750
- ☐ Inside Back Cover \$8,750
- ☐ Opposite Inside Back Cover \$8,250
- ☐ Color Spread \$6,750
- ☐ Full Page \$3,950
- ☐ Half Page \$2,200
- ☐ Quarter Page \$1,750

#### BLACK AND WHITE

- ☐ Full Page \$2,750
  - ☐ Half Page \$1,750
  - ☐ Quarter Page \$900
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Email [kmulcahy@guildhall.org](mailto:kmulcahy@guildhall.org) or call Kathleen at 917-716-6068 for more information and to reserve your spot today. Credit Card information must be provided with ad reservations for new advertisers. Ad reservations due by March 2. Art due by March 17.

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# Advertiser Info and Method of Payment

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Payment due in full due by April 15, 2020. Credit cards accepted: Visa, AMEX, MasterCard, Discover. Checks can be made payable to Guild Hall. Mail completed form to **Guild Hall SPG, 158 Main Street, East Hampton, NY 11937** or email [kmulcahy@guildhall.org](mailto:kmulcahy@guildhall.org)

Name / Contact \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Credit Card no. \_\_\_\_\_ Exp. Date \_\_\_\_\_

☐ MC / Visa      ☐ AMEX      ☐ Discover

Amount \_\_\_\_\_ Ad Size \_\_\_\_\_

☐ Same ad as last year      ☐ New ad attached

Signature \_\_\_\_\_

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# Summer Program Guide Specifications

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**Two-Page Spread (includes bleed):**

17" W x 11.125" H

**Full Page Bleed**

**(includes bleed):**

8.625" W x 11.125" H

**Half Page**

**Vertical:**

3.6" W

x

10" H

**Quarter**

**Page:**

3.6" W

x

4.9" H

**Half Page, Horizontal:**

7.5" W x 4.9" H

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## PAGE TRIM SIZE: 8.375" W X 10.875" H

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**Two-Page Spread (includes bleed):** 17" W x 11.125" H

**Full Page Bleed (includes bleed):** 8.625" W x 11.125" H

**Half Page, Horizontal:** 7.5" W x 4.9" H

**Half Page Vertical:** 3.6" W x 10" H

**Quarter Page:** 3.6" W x 4.9" H

> Files to be submitted as PDFS

> All images at 300 dpi

> CMYK color | Bleed: 0.25" | No crop marks

> ALL pdfs with converted outlines

> Files will be returned if they don't  
match these specs

> Send files to [syoung@guildhall.org](mailto:syoung@guildhall.org) cc  
[kmulcahy@guildhall.org](mailto:kmulcahy@guildhall.org)

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**[guildhall.org](http://guildhall.org)**

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