

2021 GUILD HALL SUMMER PROGRAM GUIDE

Following the success of past SPGs, we continue to offer our new earth-friendly Summer Guide.

Size: 9x10.75 will be a stand-out all summer long.

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 guide posted on the Guild Hall website, along with all ads.
- > Presented to visitors of the museum, theater, all event-goers all summer long.
- > "On Packed" with local newspapers during the summer.
- > Hand distributed all over the East End throughout the season.

Guild Hall Summer Program Guide Ad Rate

AD RATES & SIZES

FOUR COLOR

- Back Cover \$8,500
- Inside Front Cover \$8,500
- Page 1 \$9,500
- Inside Back Cover \$8,500
- Opposite Inside Back Cover \$8,000
- Color Spread \$6,500
- Full Page \$3,750
- Half Page \$2,000
- Quarter Page \$1,750

BLACK AND WHITE

- Full Page \$2,500
- Half Page \$1,500
- Quarter Page \$900

Email kcurcie@guildhall.org or call Kristen at 631-324-0806 x 20 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 April 23.**
Art due by May 7.

Advertiser Info and Method of Payment

Payment due in full due by May 31, 2021. 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 kcurcie@guildhall.org.

Name / Contact _____

Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Credit Card no. _____ Exp. Date _____

Visa AMEX Discover Mastercard

Amount _____ Ad Size _____

Same ad as last year New ad attached

Signature _____

Summer Program Guide Specifications

<p>Two-Page Spread (includes bleed): 17" W x 11.125" H</p>	<p>Full Page Bleed (includes bleed): 8.625"W x 11.125"H</p>	<p>Half Page Vertical: 3.6" W x 10" H</p>
<p>Quarter Page: 3.6" W x 4.9" H</p>	<p>Half Page, Horizontal: 7.5" W x 4.9" H</p>	

PAGE TRIM SIZE: 8.375" W X 10.875" H

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