

## ADVERTISING GUIDELINES FOR THE 2016 BOSTON POPS ON NANTUCKET BENEFITING NANTUCKET COTTAGE HOSPITAL

We hope you will consider **advertising** with us in this year's **Program Book**. Your ad will reach an audience of over 8,000 residents and visitors during the height of the summer season. In addition to being a part of 'Nantucket's best summer event,' advertisers will receive **complimentary tickets!** (See *guidelines for number of complimentary tickets per ad*)

### **Space reservations and deadlines for all ads and artwork: June 30, 2016**

Once payment is received, advertisers will receive General Admission tickets as a "thank you."  
Ad dimensions and pricing for the 2016 Boston Pops on Nantucket program book are as follows:

#### AD SIZES & PRICING

Color Full Page	4.5 x 7.5 (live area) no bleed	\$1,175	8 complimentary tickets
Color Half Page	4.5 x 3.625 (live area) no bleed	\$600	6 complimentary tickets
Black & White Full Page	4.5 x 7.5 (live area) no bleed	\$750	6 complimentary tickets
Black & White Half Page	4.5 x 3.625 (live area) no bleed	\$400	4 complimentary tickets

#### ARTWORK

All ads must be submitted by email to Louise Martling of Eleventh Hour Design (ehdesign@verizon.net) as either a high resolution PDF, TIFF or EPS file. Files must be created at 100%, cmyk, 300 dpi. Word and Publisher files are not accepted. If the art is not complete, an additional charge of \$65.00/hour will be assessed to the job in order to complete the ad. Ads cannot bleed, but must be confined to live area. Nantucket Cottage Hospital Foundation retains the right to approve all content.

*\*Please note - the format of the program book will mimic a theatre-style playbill,  
with all advertisers in the back of the book.*

#### To advertise, complete and return the contract and payment to:

Shay Maguire, Nantucket Cottage Hospital  
email: slmaguire@partners.org  
phone: (508) 825-1098 | fax: (508) 825-8249  
mail: 57 Prospect Street, Nantucket, MA 02554

#### Send completed artwork to:

Louise Martling, Eleventh Hour Design  
email: ehdesign@verizon.net | phone: (508) 728-0049

Please return the required information by June 30, 2016 to be included in the Program Book.

**Learn more about the event at [nantuckethospital.org/pops](http://nantuckethospital.org/pops)**

Thank for supporting Nantucket Cottage Hospital, a nonprofit community  
hospital that provides quality health care 30 miles at sea