



2011 BAY STATE WINTER GAMES PROGRAM PARENT AD FORM

ATHLETE'S FAMILY CONTACT INFO: (please print)

Name: _____

Address: _____

Phone: _____

Email: _____

2011 Bay State Winter Games Program Specs:

AD SIZE	PRICE	TOTAL
Inside Text Pages (black/white):		
1/4 page (3.5" w x 4.75" h)	\$100	
1/2 page (7.385" w x 4.75" h)	\$175	
Skating Club Team Photo Ad:		
FULL Page (7.385" w x 9.75" h)	\$350	
Cover Ads (color):		
FULL Page (7.385" w x 9.75" h)	\$1000	
Design Our Ad Please (Ads can incorporate a photo but do not have to. Examples are on reverse)	\$ 25	
	Total:	
Trim Size: 8 1/2" x 11", saddle-stitched. Ad confirmation deadline: January 17th Ad art deadline: January 19th		

Final Ads and payment due January 19th. Ads sent to: ads@berkshiredirect.com

High resolution PDF files are preferred, but graphics will be accepted in .tif or .eps files at a resolution of 300 dpi, with all fonts included. Ads should be sent as a grayscale file.



*Thank you for your support of the
2011 Bay State Winter Games!*

Make Checks Payable to: Berkshire Direct

Fax form to 413.458.1727 or mail to: 173 Water Street, #7, Williamstown, MA 01267

Credit Card Type: _____ Exp. Date: _____ Security Code: _____ Billing Zipcode: _____

Name on Credit Card: _____

Credit Card #: _____

1/4 Page
3.5" w x 4.75" h • \$100

GOOD LUCK AT THE BAY STATE GAMES!

SAMPLE AD

NAME

Mom, Dad & Sis

1/4 Page
3.5" w x 4.75" h • \$100

Name Here

SAMPLE AD

Name -
You have
worked
so hard!
Hope you have
a great 2011
Bay State
Winter Games!

Love, Mom,
Dad and Nana

Susie -
We are so proud
of you!
Have a great
2011 Bay State
Winter Games!

SAMPLE AD

Mom, Dad
and Timmy

Susie Q

1/2 Page
7.385" w x 4.75" h • \$175